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Advertising Age

THE NATIONAL NEWSPAPER OF MARKETING

NEW YORK
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ough Proofs

Back in 1901 Packer's Tar soap offered "luxurious hair, clear nplexion and a healthy condi- of the skin."
The soap makers hadn't dis- ered glamour then.

▼ ▼ ▼

Cartridge & Anderson quotes tor Hugo's remark that dis- tinued labor "is habit lost—a it easy to abandon, difficult to me."
nd Hugo wasn't a sales man- r, either.

▼ ▼ ▼

Surprise Package" Book Club he latest to swing a pick in this wded gold field.
Vonder if the first package will tain "Black Beauty," "Tom yer" and "Oliver Twist"?

▼ ▼ ▼

ccording to "You Ought to w," Graham Patterson, the l-known golfer, "talks rapidly soft, almost boyish voice."
xcept when he bids a big slam pades.

▼ ▼ ▼

Bob Hope keeps plugging debaker on the Pepsodent pro- n, the least Paul Hoffman can is send him a car or offer to e the time costs.

▼ ▼ ▼

Cases Against Headache Reme- Dropped by FTC," headlines ERTISING AGE. That puts the mission into the headache rem- business very satisfactorily.

▼ ▼ ▼

he theme song of the New k Giants (football edition) their championship game 15 is reliably reported not to e been "The Last Time I Saw s."

▼ ▼ ▼

ccount changes in the adver- g business are flying thick fast, which may possibly in- te that things are rapidly get- back to normal on the sales t.

▼ ▼ ▼

ontgomery Ward is closing with sales volumes in excess billion for the first time in istory.
anybody is going to carry Mr. y out, it will be the stock- ers—on their shoulders.

▼ ▼ ▼

cClatchy Newspapers ran a notion ad showing a sprig of letoe being hung up in a elor's club.
ell, a fellow can hope, can't

▼ ▼ ▼

nd Regulation W to Aid omy, Economists Ask," says a story.
d, to reciprocate, why not ose something to aid the omists?

▼ ▼ ▼

celebrate its rapidly ap- ching birthday, Rough Proofs iously considering ordering a ription to *Seventeen*.

COPY CUB.

Education in Economics Goal of New Foundation

$1,500,000 Annual Effort Organized by New Business Group

IRVINGTON-ON-HUDSON, N. Y. — Backed by such major concerns as General Motors, du Pont, Chrysler and Goodrich, and a lot of smaller ones, the Foundation for Economic Education, Inc., which started operations here several months ago, is making headway in its widespread program to "stimulate an interest in and a wider knowledge of the way the American system works."

The Foundation is convinced that "the most important educational challenge facing Americans today" is to explain "the distinction between free private enterprise and coercive systems."

The program is expected to cost about $1,500,000 a year— assuming that a proposed network radio program is on a sustaining and not a paid basis. First year's costs, including capital outlays for quarters and equipment, probably will be about $750,000. "With the best of good fortune," the Foundation believes that it would take at least two years to attain full operation.

Has 30 Trustees

The Foundation is supervised by a board of trustees which when completed will number 30, representing "both productive enterprise and educational endeavor." Current trustees include David M. Goodrich, chairman of the board, B. F. Goodrich Company; E. P. Halliburton, president, Erle P. Halliburton, Inc.; H. W. Luhnow, president, William Volker & Co.; A. C. Mattei, president, Honolulu Oil Corporation, and Henry Hazlitt, editorial staff, *New York Times* (for terms ending next year).

Also Charles M. White, president, Republic Steel Corporation; W. A. Paton, University of Michigan School of Business Administration; Claude Robinson, president, Opinion Research Institute, and Leo Wolman, Columbia University professor of economics (for terms ending in 1948).

Also Donaldson Brown, vice-chairman of the board, General Motors Corporation; Jasper Crane, vice-president, E. I. du Pont de Nemours & Co.; B. E. Hutchinson, chairman of the finance committee, Chrysler Corporation; W. C. Mullendore, president, Southern

(*Continued on Page* 57)

Yuletide yabber . . .

See 'Creative Man,' Page 41. Other features this week:

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NAEA Unit Shows Color Ads Bound for Big Increase

Report Covers Rate Data, New Drives, Problems

NASHVILLE—Use of color in newspapers next year will reach the highest peak in history, according to a "Color Hits the Spot" report of a special committee of the Newspaper Advertising Executives Association. If it does, as predicted, it will largely be helped by the exhaustive and attractive committee report.

Included in the report are: (1) an analysis of rates and space requirements of all U. S. newspapers accepting run-of-paper color ads, (2) a statement of problems involved as seen by agencies, advertisers and newspapers, (3) a lengthy description of production methods for handling color ads, (4) case histories of newspapers and retailers that have experimented with color use, and many other statistics and statements relating to newspaper color advertising developments.

That use of color in newspaper advertising is increasing is emphasized by James H. Armistead, advertising director of the *Nashville Banner* and *Tennessean*, who did major work on the report as chairman of the special committee investigating color advertising.

Called No 'Cure-All'

He stresses that color will not sell some products and requires more "intelligent thinking and

(*Continued on Page* 59)

THE ANSWER IS NO—Vess Beverage Co., St. Louis, through Olian Advertising Co., has launched newspaper ads like this, and a drive in other media in St. Louis, as the start of a national campaign for its new caffein-less Vess Cola drink. (Story on Page 59.)

Reichhold Signs Symphony Hour for Music Paper

Plastics Magnate Plans to Spend $2,000,000 on Sunday Series

NEW YORK—Henry H. Reichhold, Detroit plastics magnate (Reichhold Chemicals, Inc.), music lover (president of the Detroit Symphony Orchestra) and publisher (*Musical Digest*, New York), has unveiled a two-way, unprecedented project, involving an outlay of probably more than $2,000,000, to foster the cause of fine music.

It shapes up this way:

1. Mr. Reichhold announced that his music magazine will sponsor the Detroit Symphony Orchestra in a 52-week series of

(*Continued on Page* 58)

Raleigh '903' Set for National Drive Starting Jan. 1

Newspapers, Radio, Car Cards Slated for New Blend

NEW YORK—Brown & Williamson Tobacco Corporation, which has been testing its Raleigh "903" cigaret since late summer in three midwest markets (AA, July 15), will start a national newspaper drive during the first week in January for the new blend.

Copy will appear in 96 newspapers in 54 markets, supplemented by spot radio and car cards. National radio promotion started last week with the Red Skelton show on NBC.

The campaign will utilize much the same themes as used in the test, featuring "It's Moisturized," and not neglecting the "Proof Positive" copy which featured Raleigh promotion during 1946. The copy will carry a box stressing the "Proof Positive" theme, that no cigaret carries less nicotine.

Results Called Excellent

The cigaret tests, conducted in Louisville, Grand Rapids and Des Moines, produced excellent results, according to B&W's agency, Ted Bates, Inc. The tests were given an added fillip by a brief test of a combination offer of a cigaret lighter and five packs of Raleighs, which appeared in New York and Chicago, as well as *American Legion Magazine*, this fall.

Newspaper promotion is handled by Ted Bates, Inc., and Russel M. Seeds Company, Chicago, is the agency on network radio.

At the same time, the company is launching a campaign for Viceroy cigarets, which started last week in five magazines. The copy, pitched on a dental theme, started in *American Magazine, Collier's, Cosmopolitan, Redbook* and *The Saturday Evening Post*, and *Life* will be added after Jan. 1. Copy stresses dentists' recommendations for the filtered cigaret, and the magazine drive will be supplemented by a direct mail campaign to dentists. Ted Bates is the agency.

Kools Also Expands

Another B&W product, Kools, also is slated to get expanded promotion. Last fall (AA, Sept. 2), Kools began to receive a small-space newspaper promotion, plus spot radio jingles and car cards. The jingle theme was reproduced

Last Minute News Flashes

Wheatena Starts Coffee-Cereal Price Deal

RAHWAY, N. J. — Wheatena Corporation will start a coffee-cereal price deal Jan. 8 with 680-line copy in 190 newspapers. The campaign, which ends Feb. 8, offers consumers a 15-cent discount on a pound of coffee or jar of instant coffee if the top of a large Wheatena package is presented. Wheatena will redeem the box tops from dealers for 16 cents, from wholesalers for 17 cents. The newspaper drive will be supplemented by a campaign in grocery business papers. Last year (AA, Aug. 8, 1945) the company offered a 10-cent discount. Compton Advertising, New York, is the agency.

Stege Named Pepsodent Sales Director

CHICAGO—Henry F. Woulfe, president of the Pepsodent division of Lever Brothers Company, has announced the appointment of George R. Stege Jr. as director of sales. He has been director of advertising and merchandising. Mr. Stege succeeds Philip Kalech, who has been appointed executive vice-president and general manager of Toni, Inc., St. Paul, effective Jan. 1.

Barton Cummings Named Maxon V.P.

NEW YORK—Barton A. Cummings, who joined the agency on returning from the Navy a year ago, has been named a vice-president of Maxon, Inc. Before service, Mr. Cummings was head of the campaigns section of the Office of Price Administration, having left Benton & Bowles to join OPA.

United Distillers Appoints Weiss & Geller

NEW YORK—United Distillers of America, Inc., has switched its advertising account from Gerald Lesser, Inc., New York, to Weiss & Geller, New York and Chicago.

(*Additional News Flashes on Page* 63)

The Worm 'Silk' Turns and Returns

SAN FRANCISCO—The 'silk' worm has turned!

Avalon Hosiery Company, 25 First St., San Francisco, is advertising:

"A pair of nylons free with the purchase of a pair of all-silk hose . . . $3.95."

in newspaper advertisements, and emphasized the slogan, "Kleen Kool Taste." On Nov. 15, the company switched the jingles to the packages.

Current plans call for the program to step up its frequency, with newspaper ads and spot radio appearing more often, and car cards being expanded.

The cigaret budget is currently estimated at $900,000.

Batten, Barton, Durstine & Osborn is the agency.

Gets Jewelry Account

Stan-Fel Jewelry Company, New York, Detroit and Los Angeles, maker of costume and novelty jewelry, has placed its advertising with Keelor & Stites Company, Cincinnati.

Offers 3-Way Cleaner

R. M. Hollingshead Corporation, Camden, N. J., is test marketing in an eastern area a new three-way cleaner which dry cleans, mothproofs and waterproofs in one operation.

Moses to Direct 'Parade' in West

NEW YORK—Lionel B. Moses, for the past 20 years with *The American Weekly* and often called the "father" of its merchandising service, has resigned effective Jan. 1 to join *Parade*.

Lionel Moses

Mr. Moses will serve as a vice-president in charge of western operations, in Chicago. Before joining *The American Weekly*, he was account executive with several smaller western agencies.

Names Anderson A.M.

R. G. D. Anderson, assistant advertising manager, has been appointed advertising manager of John Labatt Ltd., London, Ont., brewer.

Foster & Kleiser Ups 4

George W. Kleiser, president of Foster & Kleiser Company, San Francisco outdoor advertising firm, has been elected chairman of the board of directors. Gilman B. Haynes, executive vice-president, has been elected president and D. R. McNeill Jr., former manager of the Los Angeles branch, has been appointed executive vice-president, effective Jan. 1.

BBDO Gets 'Holiday'

The Curtis Publishing Company, Philadelphia, will switch space advertising and promotion for *Holiday* from Lewis & Gilman, Philadelphia, to Batten, Barton, Durstine & Osborn, New York, effective Jan. 1. BBDO is currently handling *Holiday* radio advertising.

Appoints Gross

Amon E. Gross has been appointed an account executive of Beeson - Faller - Reichert, Toledo agency. He will act as a creative and idea man in servicing agency accounts.

Coty Makes Bid for Industry Code on Trade Practice

WASHINGTON — FTC was asked last week to delay prosecution of its complaint against demonstrator practices of Coty, Inc., until the cosmetic industry can deal with the problem through a trade practice conference.

In seeking a 90-day delay, Coty attorneys argued that it would be unfair to deprive their firm of an important instrument of competition, while permitting other industry members to continue the practice.

Coty's plea resembled that of Park & Tilford, which brought about a trade practice conference in the household dye industry after the commission had issued a complaint against Tintex advertising (AA, Nov. 25).

Faced with FTC's complaint against Tintex, Park & Tilford had argued that its competitors were guilty of the "bad business habits" cited by the commission.

There has been no official announcement of a cosmetic industry trade practice conference, but Coty attorney Percy Shay indicated that it would be held in January. Commission investigators have already visited all firms sponsoring demonstrator plans, he reported.

Layton Asks Action

Philip Layton, FTC's attorney, wanted to proceed with the 10-year old Coty case. He felt Coty would not cooperate in drawing up a rule on demonstrators, since it is arguing that its demonstrator system is legal.

Coty representatives, including Philip Courtney, the firm's president, said they wanted the industry as a whole to consider a way to "proportionalize demonstrators" where only a limited number are available, and thousands of outlets are entitled to them.

Coty said adoption of the trade practice code plan was to the "everlasting credit of FTC." Its attorney, Mr. Shay, said "Congress ought to be prevailed on to provide a sum approaching $1,000,000 for this fine new remedy."

However, he continued, it would be embarrassing to the commissio to talk about industry-wide com pliance while proceeding wit cases against a few individua firms.

"Demonstrators are not neede to sell Coty powder to the wome of America—or to the women Russia," Mr. Shay argued. "How ever, the industry has 1,400 othe products, and it is a bad demon strator who can't sell a lipstick something else with a box powder.

"Maybe the commission think such sales are bad," he added. "I good for business and its good f the Treasury of the United State which collects a 20% tax on the sales."

Mr. Layton noted that Coty case, and that of six other cosmet firms, had been delayed since 194 pending a court test of the den onstrator issue in a similar actio against Elizabeth Arden.

The Coty case and the others b came active again last June aft the second circuit court of appe sustained FTC's order requiri Arden to provide demonstrat services "on proportionately equ terms" to all outlets.

New Orleans Dailies Promote Gough, Charlto

Robert E. Gough, assistant the business manager and produ tion manager of the *New Orlea*

R. Gough

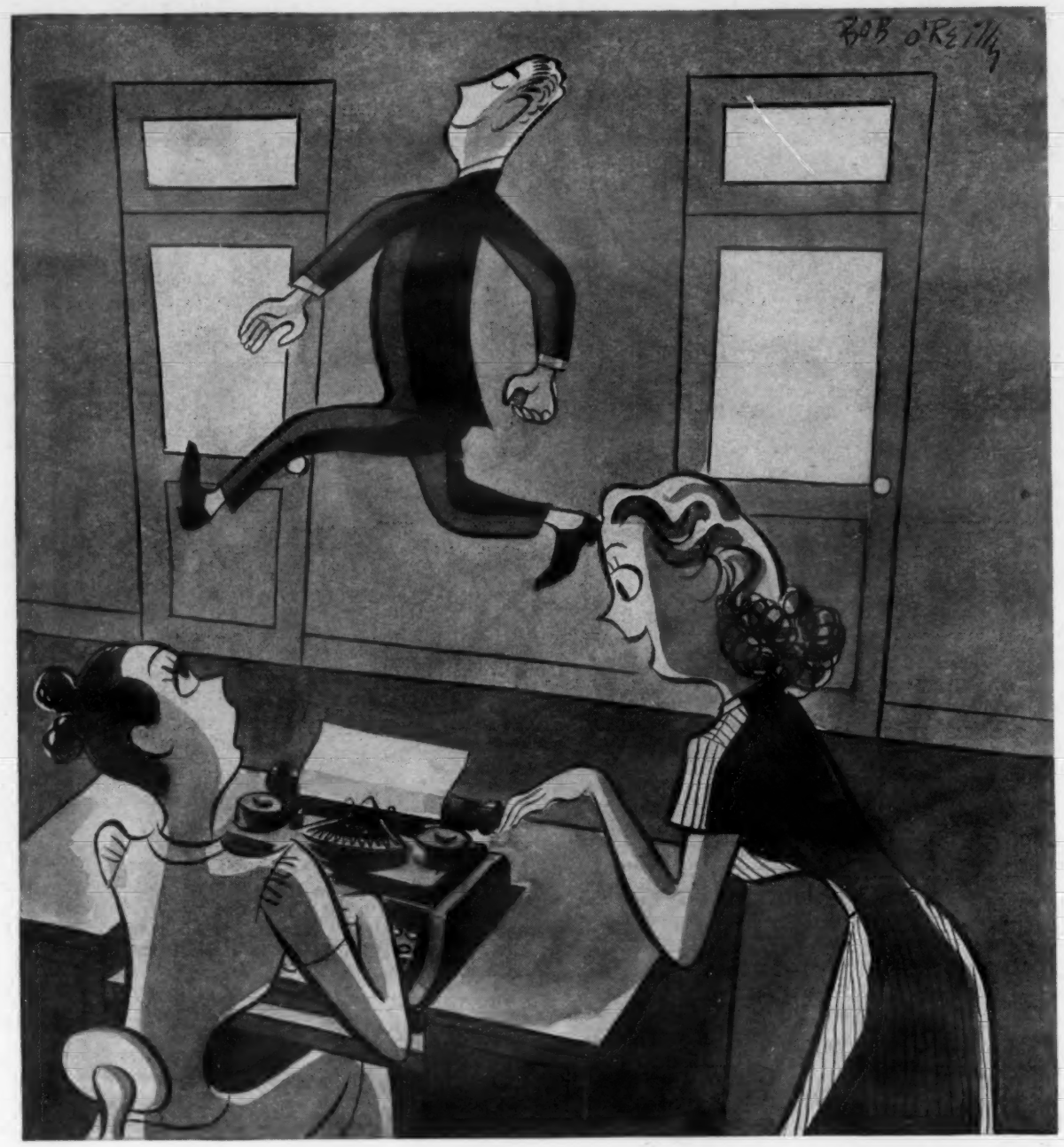
J. Charlton

States and *Times - Picayune*, h been promoted to assistant bu ness manager. John Charlt who started with the dailies the classified advertising depa ment 25 years ago, has been p moted to retail advertising ma ager.

Mr. Gough joined the papers year before Mr. Charlton and also started in the classified vertising department.

AFA Unit to Meet

The 10th District of the Adv tising Federation of America hold its convention in Houst Jan. 16-18.



"He's walking on air since they gave him the IOWA territory"

You'll feel like that, too—when you discover the Des Moines Sunday Register covers 70% of a free-spending, state-wide urban market! Yes, Iowa becomes one of your TOP 20 urban markets—when you use this unique newspaper that makes a "city" out of a state! Tap the rich flow of Iowa's urban spending—add another huge metropolitan area to your list at a milline rate of only $1.47 — with the Des Moines Sunday Register.

THE DES MOINES REGISTER AND TRIBUNE
covering *Metropolitan Iowa*

A STATE-WIDE URBAN MARKET RANKING AMONG AMERICA'S FIRST 20 CITIES

ABC Circulation September 30, 1946: Daily 362,682 — Sunday 475,461

Nationally represented by Osborn, Scolaro, Meeker & Co., New York-Chicago-Detroit-Philadelphia And George D. Close, Inc., San Francisco—Los Angeles—Seattle

The Only New Orleans Station Using all these means to Build Listenership Continuously

- 24-Sheet Posters
- Newspaper Advertising
- Street Car Dash Signs
- Point-of-Sale Displays

Folks turn first to

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

The Greatest Selling Power in the South's Greatest Ci
50,000 WATTS — CLEAR CHANNEL — CBS AFFILIA
Represented Nationally by The Katz Agency, Inc.

ADS ARE MORE CONVINCING IN GOOD HOUSEKEEPING!

Now Available—Report Number 4, Continuing Study of Women's Magazine Audiences, conducted by Elmo Roper.

As before, Good Housekeeping shows more readers per copy than any other magazine in its field.

YOUR PRODUCT, when it is advertised in Good Housekeeping, has *two* reputations to recommend it—yours and ours.

And ours is a valuable plus for yours. For the confidence women have in the integrity of Good Housekeeping extends to the advertisements in it. Thus each advertisement has greater conviction here than it could have anywhere else.

And there is no need to tell you that the power of conviction is a major force in making sales.

Women know . . .

REPLACEMENT OR A REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

we give this seal to no one—the product that has it, *earns* it.

50-Kw Station to Rejoin CBS

NEW YORK — Columbia Broadcasting System next June will get back a 50,000-watt outlet which left the network in 1941 to join the American Broadcasting Company. The station is WWVA, Wheeling, W. Va., owned by the West Virginia Broadcasting Corporation.

CBS now has 20 50-kilowatt affiliates, compared with the National Broadcasting Company's 25, but will increase the number to 22 with the return of WWVA and an increase in power to 50,000 watts soon to be made by WGAR, Cleveland. CBS's present Wheeling outlet is 250-watt WKWK.

Loss of WWVA will reduce ABC's 50-kilowatt station affiliates to four full-time, two others daytime only. Mutual has two.

Both ABC and Mutual are continuing at a steady pace, however, in building up impressively long lists of outlets. ABC on Dec. 8 added WTOK, Meridian, Miss., and on Jan. 1 will annex KREO, Indio, Cal. Both are 250-watters. Their addition brings the network's affiliate total to 238.

Mutual has made it 383 with the signing of six new outlets: KBUN, Bemidji, Miss.; KLIZ, Brainerd, Minn.; KPRL, Paso Robles, Cal.; KEYY, Pocatello, Ida.; KANE, New Iberia, La., and KCBC, Des Moines. All are 250-watters except KCBC, which operates on 1,000 watts.

In Radio Financing

Stark & Co., New York securities firm headed by Howard E. Stark, formerly with the Lehman Brothers investment banking organization, has announced entry into the field of radio station financing. The firm plans to assist stations in carrying out expansion programs by engaging in public and private financing of broadcasting companies.

You've got to make calls
if you want to get RESULTS!

FARM JOURNAL dips successfully into a well-stocked larder, too—the rich farm market. The reason is that FARM JOURNAL makes more calls there. Its circulation of 2,600,000 exceeds that of any other farm publication by a rewarding 400,000. And 81% of FARM JOURNAL subscribers (and all of its circulation lead) are where they mean most . . . in the top-half counties that do more than 80% of all farm business. Results? Certainly!

OF THESE GREAT MAGAZINES
ONLY ONE SELLS THE RURAL MARKET

Over 30 million people in the U. S. A. live on farms. So if you want to get national *results, you've got to call on the farmers.*

Farm Journal
WORLD'S LARGEST RURAL MAGAZINE
GRAHAM PATTERSON, Publisher · PHILADELPHIA 5

Industrial Firms' Space Use Lower, NIAA Study Shows

CHICAGO — Industrial companies' advertising in publications directed to industrial markets plan to spend less of their budgets for space next year than they spent in 1945 or '46, National Industrial Advertisers Association's annual survey of advertising budgets shows.

The new survey indicates that 35.26% of promotion budgets next year will be spent for space, and 10.6% for costs of producing the ads, compared with 39% for space and 8.88% for production in 1945 and 37.37% for space and 10.5% for production costs in '46.

Advertising by these companies in general magazines dropped from about 23% of ad budgets last year to an estimated 18% this year, with industrial companies indicating they will spend about 19% of their budgets in magazines in 1947.

Few Changes Extensive

The over-all picture is that, despite adjustments occasioned by shifts from war to peacetime marketing, few changes have occurred in allocating ad budget funds among media. The survey is based on breakdowns of ad budgets by about 200 industrial advertisers.

Increased expenditures next year are planned for films, exhibitions and traveling expenses, the NIAA report shows. Use of motion pictures and still films, which commanded 8.55% of the 1945 budgets and dropped to 2.93% in 1946 because of shortages of material, will take 4.62% of company budgets next year.

Postponement or cancelation of many conventions and exhibits in wartime is reflected in a greater appropriation (8.45%) for this purpose in 1947. The companies used only 3.34% of '45 budgets and 5.33% of '46 budgets for films. Travel expenses will take 1.1% of promotion budgets in '47, against 0.9% in '45 and '46.

Ratio to Sales Higher

The survey shows increased percentages of gross sales spent for advertising in several fields. Major equipment companies, which spent 1.17% in 1945 and estimate they will have spent 1.32% in 1946, expect to invest 1.67% of 1947 revenues on advertising. Similarly, the percentage of gross sales spent for selling, exclusive of advertising, increased from 6.07% in '45 to 7.96% in '46 and will probably go to 8.53% in 1947.

Copies of the annual survey will be sent free to NIAA members soon. Non-members may obtain copies for $2 each from the association at 100 E. Ohio St., Chicago 11.

'Newsweek' Promotes McCabe to Ad Manager

Gibson McCabe, with *Newsweek* since 1942, for the last year as manager of international editions, has been promoted to advertising manager, in which capacity he will be responsible for the internal organization of the advertising department, advertising promotion, and direction of the sales staff.

Arthur V. Anderson will continue as advertising director.

Pontiac Appoints Ward

L. W. Ward, assistant sales manager of the Pontiac Motor Division of General Motors Corporation, Pontiac, Mich., has been appointed general sales manager succeeding Donald U. Bathrick who has resigned, effective Jan. 1 to join a new business.

THESE MEDIA DID NOT OVERLOOK FILING REFERENCE DATA

Aberdeen American-News
Akron Beacon Journal
Amarillo Globe-News
American Press Association
Arizona Farmer
Arkansas Democrat, Little Rock
Augusta Herald
Austin American and Statesman

Baptist Standard
Baton Rouge State Times-Morning Advocate
Boston Globe
Boston Herald-Traveler
Boston Post
Boston Record-American
Brooklyn Eagle

California Eagle, Los Angeles
Cedar Rapids Gazette
Charlotte News
Chicago Bee
Chicago Sun
Chicago Tribune
Cincinnati Enquirer
Cleveland Call and Post
Columbus Dispatch
Columbus (Ga.) Ledger & Enquirer
Congratulations
Cream City Outdoor Advertising Co.

Dallas Times-Herald
Des Moines Register and Tribune
Detroit Free Press
Detroit News
Detroit Times

Elizabeth Daily Journal
Esquire

Fall River Herald News
Flying Age
Foreign Service
Ft. Smith Times Record
Fort Worth Star-Telegram
Free & Peters, Inc.
Fresno Bee

General Outdoor Advertising Co.
Akron, Ohio
Asheville, N. C.
Atlanta, Ga.
Binghamton, N. Y.
Brooklyn, N. Y.
Cedar Rapids, Iowa
Chicago
Davenport, Iowa
Dayton, Ohio
Decatur, Ill.
Denver, Colo.
Duluth, Minn.
Durham, N. C.
East St. Louis, Ill.
Harrisburg, Pa.
Hartford, Conn.
Indianapolis, Ind.
Kansas City, Kansas
Kansas City, Mo.
Long Island District, N. Y.
Louisville, Ky.
Manhattan & Bronx, N. Y.
Memphis, Tenn.
Minneapolis, Minn.
Nashville, Tenn.
New Orleans, La.
Oklahoma City, Okla.
Omaha, Nebr.
Philadelphia, Pa.
Raleigh, N. C.
Richmond, Va.
Roanoke, Va.
St. Louis, Mo.
St. Paul, Minn.
Sioux City, Iowa
South Bend, Ind.
Utica, N. Y.
Washington, D. C.
Winston-Salem, N. C.
Youngstown, Ohio
Green Bay Press-Gazette

Hospital Management
Houston Chronicle
Huron Huronite

Indianapolis News
Institutions

KANS, Wichita, Kansas
Kansas City Call
KARK, Little Rock, Ark.
KCKN, Kansas City, Mo.
KDYL, Salt Lake City, Utah
Kelly-Smith Company
KFAB, Lincoln, Nebraska
KFBI, Wichita, Kansas
KFJZ, Fort Worth, Texas
KIRO, Seattle, Wash.
KMA, Shenandoah, Iowa
KMBC, Kansas City, Mo.
KNOW, Austin, Texas
KOMA, Oklahoma City, Okla.
KOY, Phoenix, Ariz.
KRIS, Corpus Christi, Texas
KSD, St. Louis, Mo.
KSO, Des Moines, Iowa
KSTP, Minneapolis-St. Paul
KTUL, Tulsa, Okla.
KVAL, Brownsville, Texas
KVOO, Tulsa, Okla.
KXEL, Waterloo, Iowa.
KXOK, St. Louis, Mo.
KXYZ, Houston, Texas

Lafayette Journal and Courier
Lawrence Eagle-Times
Don Lee Network
Long Island Daily Press and Star Journal
Los Angeles Examiner
Los Angeles Sentinel
Louisville Courier-Journal
Louisville Defender
Lynn Item

Manchester Union-Leader
McClatchy Newspapers
Memphis Commercial Appeal and Press-Scimitar
Miami (Okla.) News-Record
Michigan Chronicle, Detroit
Midwest Farm Paper Unit
Minneapolis Spokesman
Minneapolis Star-Journal and Tribune
Modesto Bee
Moline Dispatch

Nassau Daily Review-Star
National Broadcasting Company
National Broadcasting Co. (Western Division)
National Transitads
N. B. C. Spot Sales
New Haven Register
New York Amsterdam News
New York Journal-American
New York Times
Norfolk Journal and Guide

Oakland Tribune
Ogden Standard-Examiner
Oregonian, The, Portland, Ore.

Philadelphia Bulletin
Philadelphia Daily News
Philadelphia Record
Pittsburgh Press
Port Arthur News
Prairie Farmer
Providence Journal-Bulletin

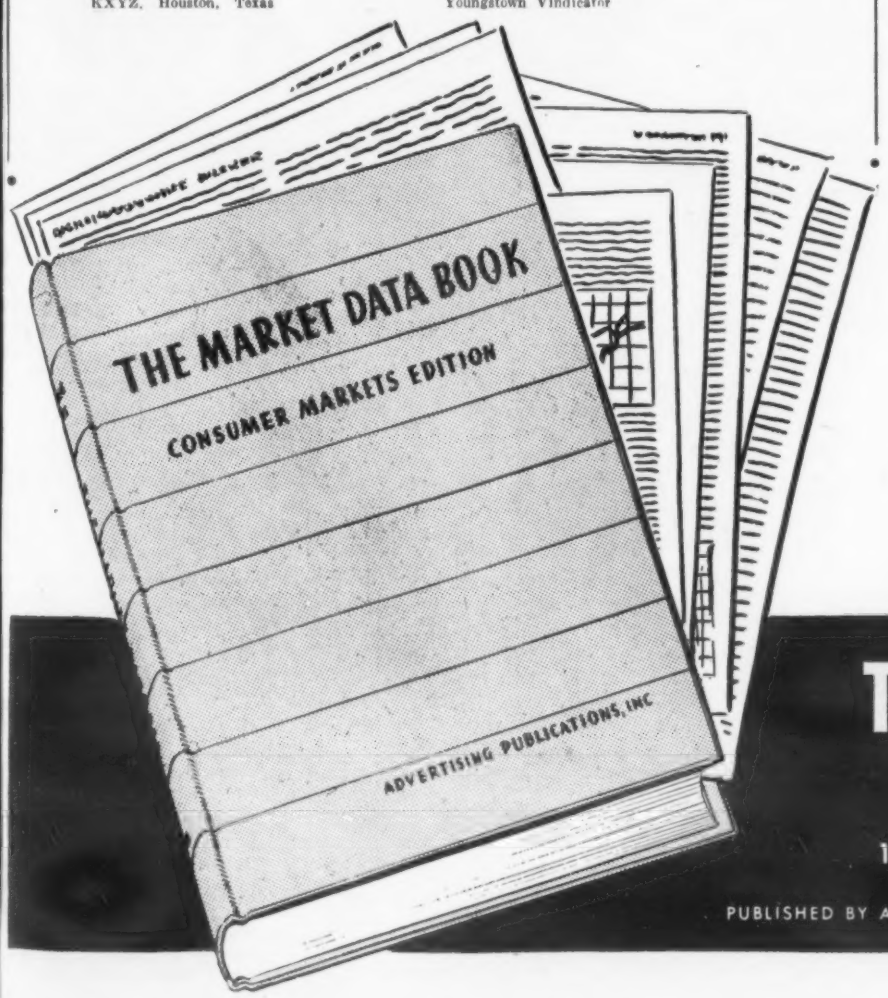
Rapid City Journal
Rock Island Argus

Sacramento Bee
St. Joseph News-Press and Gazette
St. Louis Star-Times
San Francisco Examiner
Schenectady Gazette
Schenectady Union-Star
Scholastic Roto
Seattle Post-Intelligencer
Secrets
Sioux Falls Argus-Leader
Southwest American, Ft. Smith, Ark.
Southwest Magazine
Southwest Times Record, Ft. Smith, Ark.
Staten Island Advance
Syracuse Herald-Journal

Temple Daily Telegram
Texas State Network

WABY, Albany, N. Y.
Waco News-Tribune and Times-Herald
Walther League Messenger
Washington Post
Watertown Public Opinion
WAVE, Louisville, Ky.
WCAO, Baltimore, Md.
WCBM, Baltimore, Md.
WCLO, Janesville, Wis.
WCSC, Charleston, So. Car.
WCSH, Portland, Maine
WDAY, Fargo, No. Dak.
WDBJ, Roanoke, Va.
WDRC, Hartford, Conn.
WELI, New Haven, Conn.
Western Farm Life
WFBL, Syracuse, N. Y.
WFBR, Baltimore, Md.
WGY, Schenectady, N. Y.
WHAM, Rochester, N. Y.
WHBQ, Memphis, Tenn.
WHO, Des Moines,
WHP, Harrisburg, P
WIBW, Topeka, Kans.
Wichita Beacon
Wichita Eagle
Winston-Salem Journal-Sentinel
WIS, Columbia, So. Car.
WJEF, Grand Rapids, Mich.
WKZO, Kalamazoo, Mich.
WLAW, Lawrence, Mass.
WLBZ, Bangor, Maine
WLS, Chicago
WMAQ, Chicago
WMBD, Peoria, Ill.
WMC, Memphis, Tenn.
WMUR, Manchester, N. H.
WNBF, Binghamton, N. Y.
WOC, Davenport, Iowa
WOKO, Albany, N. Y.
WORD, Spartanburg, S. C.
WOW, Omaha, Nebr.
WPRO, Providence, R. I.
WPTF, Raleigh, No. Car.
WRDO, Augusta, Maine
WSIX, Nashville, Tenn.
WSYR, Syracuse, N. Y.
WTAG, Worcester, Mass.

Yankee Network, Inc.
Year Book of Television
Youngstown Vindicator



First Step... the Selection of Markets

Second... the Designation of Media

WHEN you can present the story of your medium's services at a time marketing executives are studying and selecting the markets they plan to enter, what a unique advantage you have over other media not so fortunate!

That's exactly what many leading advertising media are doing with their space in the Market Data Book. Their reference data has been filed alongside the market they cover because they know that when advertisers and agencies are studying markets, they are also interested in the media through which to cover them.

While they are asking themselves, "Where can I sell, in what volume, and at what cost?" your copy should be on hand to represent you, to tell them the answers.

While they are studying the well organized statistical data found in the Market Data Book—on the distribution of population, its war-time shifts, incomes, radio-homes, car-ownership, and many other indices—they should be brought face to face with your copy telling them *how* to reach these people.

Nowhere else can sales, advertising, and marketing executives find so much market information so quickly and easily. The 500 pages of the Market Data Book contain the condensed, edited, classified, completely organized information that is gathered from a vast assortment of statistical data.

Because it is so easy to use, so complete, leading advertisers and agencies throughout the country use it constantly. They use it habitually because it is available. Every national account spending $25,000 a year or more receives a copy, and every agency in the United States and Canada is also on the distribution list.

With complete coverage of primary buying power, because it does not depend on the paid subscription list of any publication, it goes to the offices of all your prospects for national advertising—not just some of them!

If your factual presentation of your services goes with the Market Data Book into all these offices, it won't be lost, mis-filed, or land in the wastebasket. It will be filed where it should be, beside market data on the market you serve, ready to go to work the minute anyone concerned with the selection of markets or media reaches for his copy.

Here is a unique method of having a representative on hand at the right time, a method employed by a steadily increasing number of media each year. The cost is so nominal that a single sale pays for many years' representation. First forms for the 1947 edition close February 1, 1947. Make sure that when advertisers and agencies turn to your market section for facts, they will also find the basic story of your medium. Send in your space reservation today!

THE MARKET DATA BOOK

(Consumer Markets Edition)

100 E. OHIO ST., CHICAGO 11 • 330 W. 42nd ST., NEW YORK 18

PUBLISHED BY ADVERTISING PUBLICATIONS, INC., PUBLISHERS OF ADVERTISING AGE AND INDUSTRIAL MARKETING

'Semi-Luxuries' Are Necessities, Council Insists

WASHINGTON — The first annual report of the Council of Economic Advisers, released here last week, suggests that long-run prosperity rests on our ability to add "semi-luxuries" to the national "product mix" as the accumulated demand for wartime postponables recedes.

With "courageous and sensible" action on the part of business and labor leaders, the council sees little possibility of a serious recession during 1947.

The council notes strong domestic and foreign demand for durable goods. With high incomes and war savings, it feels that the majority of the population is eager and able to maintain a higher than prewar level of consumption of non-durables.

"The success of '47 and '48 is gauged by our ability to make and sell 6,000,000 cars, 1,500,000 housing units, and similar numbers of electric washing machines and other accessories in each of these years," it says.

Problems Still Ahead

But the closer we come to this standard of performance, the more pressing will be the problem of sustaining employment, production and purchasing power in the years that follow, the council warns.

"Automobiles, as we have learned during the war years, have a normal life expectancy of 8 to 10 years, and houses last anywhere from 25 years to generations, or even centuries.

"Hence the very industries which feature the prosperity of the moment could, if nothing is done, be expected to drop to a replacement basis after a few years."

"By producing for all the things that only the most favored have enjoyed in the past," we "will combat depression, and even up years of traditional recession," the report declared.

As progress is made in catching up on wartime postponables, the council explained, we must feed into our "product mix" more of "those semi-luxuries, those welfare and cultural goods, which are put within the reach of our people as a whole by reason of our unparalleled productive capacity."

This type of activity will allow those able, willing and seeking to work to go on supplying themselves rather than being forced every few years to loaf amid want.

The council says that "impediments to prosperity" in the near future must be worked out "through the practical wisdom of management and labor, farmers and financiers," without direct government intervention.

"Mere legislative acts alone will not force capitalists to invest, employers to hire, laborers to work," it says.

"We do not believe that 1947 presents a situation in which government should undertake heroic measures for public works, consumer or producer subsidies to quicken employment or stimulate production."

Marlin Firearms Co. Increases Ad Budget

Marlin Firearms Company, New Haven, will meet what it believes will be a greater demand next year for known brands of razor blades with a record advertising campaign. The company's firearms division will also share in the increased appropriation. Bulk of the appropriation will go to newspapers in 40 markets; 70 radio stations will account for 25% of the budget; national magazines, 10%; and business papers will be used extensively. Craven & Hedrick, New York, is the agency.

Magazine Moves

The Ohio Hotel & Restaurant Monthly has moved its editorial offices from Poland, O., to Youngstown. Phil Broderick Associates, New York, has been named national representative.

UNDERCOVER SHOP—With this copy in New York newspapers, Blackton-Fifth Avenue announced a store devoted only to related selling of women's under garments. The company believes this is the first of its type. Arthur B. Kaplan is the agency.

Stern Newspapers Drop All Display Ads Until Jan. 1

PHILADELPHIA—J. David Stern's *Philadelphia Record* and *Camden Courier and Post*, struck by the American Newspaper Guild for the past six weeks but continuing publication under managerial forced-draft, dropped all display advertising last week—but not, the management hastened to point out —because of the guild strike.

Delay in newsprint shipments as a result of the coal strike, Mr. Stern told AA, forced the papers to choose between rationing advertising throughout the month or shooting the works during the first half of the month. The papers chose the latter course.

"We felt the merchants would be best served by giving them advertising during the height of the Christmas shopping season and cutting it out when the season was ending," Mr. Stern said.

The papers will continue adless until Jan. 1.

Advertising Hit Record

The *Record* dropped all paid copy except church advertising, death notices, legal advertising and amusement announcements Thursday after publishing a whopping 52-page Wednesday issue carrying about 90,000 lines of advertising—15,000 more than appeared in the "Pearl Harbor Edition," which was a record weekday issue.

The Camden papers eliminated all display advertising and chopped classified from four to two pages Saturday after also hitting peak linage totals. Adless, the *Record* went to 16 pages and the Camden papers to 12.

Negotiations with the guild were resumed last Thursday. Up to that time little progress had been made toward settlement of the strike issues.

Herington Promoted

C. E. Herington, director of advertising and sales promotion of Meehanite Metal Corporation, New Rochelle, N. Y., has been given the added duties of manager of the sales engineering department.

HOUSE BEAUTIFUL

GOLDEN JUBILEE

DECEMBER 35c

AMONG ALL CONSUMER PUBLICATIONS...

FIRST in total volume of advertising pertaining to the home.

FIRST in volume of retail store advertising of home furnishings.

FIRST in influence with the trade in home furnishings — with 35,000 paid trade subscriptions. And over 700 retail stores throughout the country have paid for more than 3,500,000 lines of newspaper advertising to tie-in with House Beautiful's "BETTER *your home...better your* LIVING" Crusade.

BETTER YOUR HOME · BETTER YOUR LIVING

FIRST ON THE LIST OF FORWARD-THINKING ADVERTISERS FOR 1947

400,000 CIRCULATION AND STILL GROWING!

* *House Beautiful's fabulous Golden Jubilee issue—a magnificent, authoritative history of the home in American life—past, present, and future—a collector's item and a treasured text for years to come!*

VERIFIED READER-PREFERENCE
Independent Survey Reveals
CANDY MANUFACTURERS PREFER
CANDY INDUSTRY
More than 4 to 1
over any other candy publication
Send for copy of Survey
CANDY INDUSTRY
Don Gussow, Editor & Publisher
33 W. 42nd St. New York 18, N. Y.

FCC Sees Color Video Transmitted Over 25-Mile Span

NEW YORK — CBS climaxed its high-powered push for "commercial color television now" before the FCC in Washington by presenting a demonstration here of its own brand of mechanical color video last Monday for a party of two dozen FCC staffers led by Commissioners Walker, Durr, Jett and Hyde.

Assembled at the Tappan Inn in Tarrytown, 25 miles north of CBS's experimental television station in New York's Chrysler building, the FCC officials saw both color and black-and-white images transmitted from the network's laboratories. For the commission's scrutiny, CBS televised a fashion show with Powers and Conover models, pretty girl singers and dancers, a ballet, a boxing match and an exhibit of reproductions of art masters.

Shown CBS Laboratories

Network president Frank Stanton headed a contingent of CBS vice-presidents and other executives playing host to the FCC party, which also was taken on a tour of the Columbia laboratories.

As a gimmick in the Tarrytown test, CBS technicians interposed a neutral density filter between the observers and the screen when color slides were shown. "Despite the fact that the filter cut down the light coming from the screen by two-thirds," the network announced afterward, "the picture actually was easier to see." Dr. Peter C. Goldmark, inventor of CBS's color system, "explained that it is because of this effect that color television pictures can be shown in a well-lit room and still be viewed easily."

Earlier, the FCC party visited the DuMont Laboratories, Passaic, N. J., to witness the first demonstrations of a new type of electronic color television and a new black-and-white viewing tube, the latter making possible the reception of video images in full sunlight.

The tube registered images claimed to be 30 to 50 times more brilliant than those of an ordinary movie screen.

The new color system, shown piecemeal and not demonstrated in full, was reported as adaptable "to any system of color-television transmission" and "much simpler" to make and operate.

It consists of a single cathode ray tube screen for direct viewing, with three bases instead of one. Each primary color is injected into the cathode ray, thence onto a single screen through one of the three bases.

'Effective Savings' Seen

Most important to television marketers was the announcement that the device will operate equally well with either of the two television systems now in use or proposed, and with ordinary black-and-white images. This means "effective savings" in the manufacturer's and consumer's costs.

Dr. T. T. Goldsmith, who described the color operation, said the equipment would provide at least 15 times the brilliance on screen of any other known system of home color television reception. A public demonstration of the device is scheduled in about six weeks. Dr. Goldsmith also showed a new black-and-white tube which produces brilliance 30-50 times greater than a motion picture screen.

The FCC party also saw a table model home television set, with a screen about 8½x11". Dr. Allan B. DuMont said this set would be ready for the public shortly after Jan. 1, "at a cost within the reach of almost anyone."

(News of the continuing FCC hearing in Washington appears on Page 57.)

To The House of Twiss

The House of J. Hayden Twiss, New York, has been appointed to handle the advertising of the New Jersey Sprayed Products Company, Belleville, N. J., specialist in metallizing plastics, wood, etc. Business papers and direct mail will be used.

Day Co. Names Walker

Day Company, Minneapolis, manufacturer of dust control systems and other fabricated steel products, has appointed Harold C. Walker Advertising, Minneapolis, to handle its advertising.

Appoints Cohan Agency

Diamond Tea Gown Company, New York manufacturer of women's robes, negligees and housecoats, has appointed the Arnold Cohan Corporation, New York.

Scott Names Frantz

Fred Frantz who, since his discharge from the AAF, has been a free lance specializing in display and production, has been appointed account executive and production manager of Hunter Scott Advertising Agency, Fresno, Cal.

Appoints Taylor

Leslie R. Taylor, sales manager and vice-president of the International Heater Company, Utica, N. Y., has been elected president.

API Names Frey

Dr. John W. Frey, Interior Department official, has been appointed director of the marketing division of the American Petroleum Institute, effective Feb. 1. He succeeds D. V. Stroup.

Clancy Retires

James F. Clancy has retired as sales promotion manager of Station WTIC, Hartford. He had been with the station since January, 1928.

"AND THE NEW 3-STORY LAYING HOUSE *GOES THERE!*"
Says "BILLIONAIRE BIDDY"

If *you* have roofing, insulation, wallboard, fencing or other building material to sell, don't overlook the poultry farm market with its $7,000,000 *daily* cash income to spend! Don't overlook Poultry Tribune, either—with its half a million responsive, cash-on-the-barrelhead poultry farm families. Get *all* the facts *now.*

You can't afford to leave a "Two Billion Dollar Hole" in your Farm Magazine Schedule. 1945 cash farm income from Poultry and Eggs was $2,577,000,000. (Source: U.S.D.A.)

Poultry TRIBUNE
America's Leading Specialized FARM MAGAZINE

500,000 Circulation

Member:
AGRICULTURAL PUBLISHERS' ASSOCIATION
AUDIT BUREAU OF CIRCULATIONS
WATT PUBLISHING CO., Mount Morris, Ill.
Representatives—New York: Billingslea and Ficke. Chicago: Peck and Billingslea.

Your FARM Magazine List Is Not Complete Without *Poultry* TRIBUNE

West-Holliday Changes Policy Control Setup

Eleven executives of West-Holliday Company, newspaper representative, have become members of an executive council which will be responsible for many of the major policy decisions of the corporation. The council has selected a steering committee composed of R. S. Nicholson, Pacific Coast manager; H. E. Deckert, Chicago zone manager and assistant general manager, and James Teel, business manager.

Paul A. West and Robert P. Holliday, the principal stockholders, will dispose of their holdings to the members of this group at some future date, but will retain their active interest in the management for an indefinite period.

SIGNS OF LONG LIFE*
FOR QUANTITY BUYERS
THE ARTKRAFT* SIGN CO.
Division of
Artkraft* Manufacturing Corporation
900 Kibby St., Lima, Ohio, U.S.A.
*Trademarks Reg. U.S. Pat. Off

Starts Ad Test for New Rexair Vacuum Cleaner

TOLEDO—Rexair, Inc., resuming production of its hydraulic vacuum cleaner after several years' work on war contracts, is feeling its way on several types of test campaigns before launching an integrated, nationwide promotional program.

Present tryouts are being limited in the 60 cities where company branches are maintained. From them, however, will come the large-scale efforts which the company plans to start within the next few months. Holden, Clifford & Flint, Detroit agency, will handle the campaign.

Rexair is a subsidiary of Martin-Parry, Inc., with which the Fisher brothers of automotive fame have been identified for several years. Edward F. Fisher is a member of the board of directors.

Main features of the Rexair cleaner are a blower system, a set of turbines and base with a capacity of two quarts of water. Dust and dirt are pulled through the water, which is claimed to catch 98% of all impurities, including small particles of pollen. Advantages, according to the company, are the elimination of unhealthy bag dirt, the efficient use of power, and the superior qualities of water as a cleanser.

Test copy in dailies, emphasizing that the appliance "uses water instead of a bag!" illustrates uses of the appliance and carries a coupon offering a free booklet that tells "the complete story of this marvelous new postwar vacuum cleaner."

Cusack Opens Office

Parmelee W. Cusack, recently an art director with the National Broadcasting Company, and before that with Onyx Studio, Inc., Elizabeth Arden, and Blaker Advertising Agency, has established an office at 45 E. 51st St., New York, to serve as art director-designer for advertising and promotion.

Chase Will Supervise Schenley Specialties

Schenley Distillers Corporation has appointed Hal M. Chase as advertising director for specialty products. James S. Hauck will continue as advertising director for wines, Coronet brandy, imports and exports. George Linck, advertising manager for Many, Blanc & Co., a Schenley subsidiary, hereafter will report to Mr. Chase, as will brand managers for individual specialties.

Glenn Holder, formerly president of Richie & Janvier, Inc., national manufacturers' representative, succeeds Mr. Chase as director of advertising services.

Air Products to Hartman

Air Products, Inc., Emmaus, Pa., has placed its advertising with George H. Hartman Company, Chicago. A campaign featuring the company's line of oxygen and industrial gas producing equipment together with welding and cutting apparatus manufactured by K-G Welding & Cutting Company, New York, a subsidiary, will be launched in business papers.

NAB Protests as FCC Queries Net Programs

WASHINGTON—The Federal Communications Commission moved forward on its "Blue Book" policies by writing the four networks last week for information on stations carrying or failing to carry sustaining programs.

In "requesting" the data for Nov. 17 to 23, the commission noted that the "Blue Book" provided that networks be "called on" for quarterly information on this subject.

The commission moved ahead on its "fact finding" despite protests of the National Association of Broadcasters, which questions the legality of the "Blue Book" procedure.

The NAB feels the commission's questions on "program performance" violate freedom of speech, as provided in the first amendment to the Constitution.

The association is suggesting that its members answer "performance" questions only under protest, and seek a court test at the earliest possible date.

Such a test could result from any of seven renewal applications currently held up because the FCC feels current "performance" statements compare unfavorably with programming promises filed in the applications at the time the licenses were sought.

In its letter to the networks, the commission asked:

1. A schedule of the network sustaining programs originated during the week giving title, day and time originally broadcast.
2. Stations, by call letter, to which each of the programs was made available, and the stations accepting and rejecting each program.
3. Total number of stations to which each program was made available; accepting each program; and rejecting each program.
4. Indication whether the station later broadcast the program on a transcribed delayed basis.
5. Schedule of sustaining programs used by non-network members.

Mullins Appoints Gimbel

Jack W. Gimbel who, prior to the war, was in the advertising department of Mullins Mfg. Corporation, Warren, O., maker of Youngstown kitchens, has been named assistant advertising manager of the company. William J. Totterdale has been appointed in charge of exhibits, displays and localized advertising and Robert Alexander has been named to head consumer inquiry work.

Ultimate Umpire

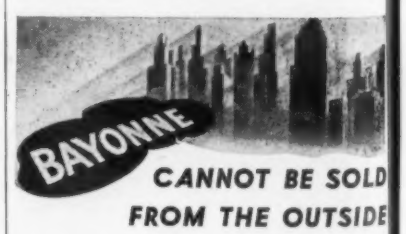
The Herald-American has a vital interest in the local scene. It takes a militant attitude and forceful editorial action against any abuses of minorities. It is on constant guard against any infringement of the rights of free men.

This policy has won for it the loyal support of alert, responsive Chicagoans. These people buy and read the Herald-American in their homes some half million strong each evening to make up Chicago's largest audience at that vital time of day.

This same strong appeal holds these and some 500,000 more readers together on Sunday to total well over a million readership on that day of rest.

Such an audience by character and by numbers means business to advertisers whose copy comes to their attention. They are a vitally important segment of the Chicago public ...the ultimate umpire on sales.

Herald CHICAGO American
AN AMERICAN PAPER FOR THE AMERICAN PEOPLE
EVENING AND SUNDAY
Nationally Represented by HEARST ADVERTISING SERVICE

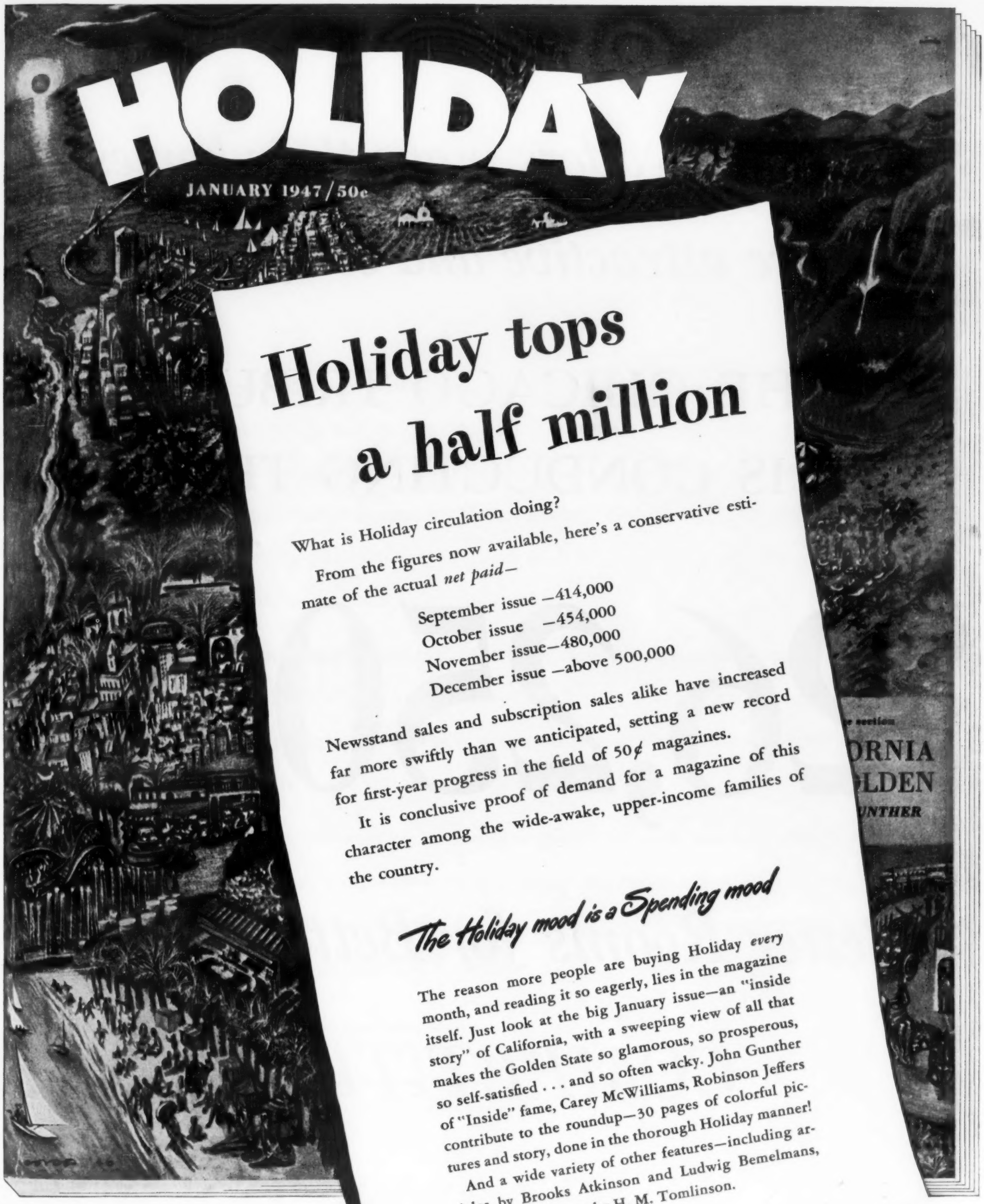


CANNOT BE SOLD FROM THE OUTSIDE

Concentrated Circulation Gives Enduring Results

92% 73% Home - carrier - delivery and Bayonne family subscription gives us a unique ability to get you enduring results in a community we have been serving for 76 years.

THE BAYONNE TIMES
NEW JERSEY
BOGNER & MARTIN
State Representatives
NEW YORK CHICAGO



Holiday tops a half million

What is Holiday circulation doing?

From the figures now available, here's a conservative estimate of the actual *net paid*—

September issue —414,000
October issue —454,000
November issue—480,000
December issue —above 500,000

Newsstand sales and subscription sales alike have increased far more swiftly than we anticipated, setting a new record for first-year progress in the field of 50¢ magazines.

It is conclusive proof of demand for a magazine of this character among the wide-awake, upper-income families of the country.

The Holiday mood is a Spending mood

The reason more people are buying Holiday *every* month, and reading it so eagerly, lies in the magazine itself. Just look at the big January issue—an "inside story" of California, with a sweeping view of all that makes the Golden State so glamorous, so prosperous, so self-satisfied . . . and so often wacky. John Gunther of "Inside" fame, Carey McWilliams, Robinson Jeffers contribute to the roundup—30 pages of colorful pictures and story, done in the thorough Holiday manner!

And a wide variety of other features—including articles by Brooks Atkinson and Ludwig Bemelmans, and a notable story by H. M. Tomlinson.

HOLIDAY — INDEPENDENCE SQUARE — PHILADELPHIA 5, PENNA.

To help readers make their homes more attractive and comfortable

THE CHICAGO TRIBUNE
IS CONDUCTING THE

$20,250.00

"Better Rooms for Better Living"

COMPETITION

Chicago Tribune representatives: H. N. King, 810 Tribune Tower, Chicago 11—E. P. Struhsacker, 220 E. 42nd St., New York City 17—Fitzpatrick and Chamberlin, 155 Montgomery St., San

DURING the next year Chicago Tribune readers will spend millions of dollars in an effort to make their homes more attractive and comfortable. So that it may present to them the widest range of the latest, best and most effective ways to furnish and decorate typical rooms, this newspaper is conducting the "Better Rooms for Better Living" Competition, offering $26,250.00 in 161 cash prizes ranging from $100.00 to $1,000.00 each for the best entries presenting ideas on this popular subject.

Just as the Chicago Tribune's recent $24,000.00 Chicagoland Prize Homes Competition and its annual American Fashions Competitions have been highly productive of ideas which have set the pace in their respective fields, so this new project has been designed to set new high standards of excellence in home interior fashions.

The competition is for ideas, without limitation as to period or style, but consistent with good taste and worthy of recommendation to readers. In concept and scope it is another example of the service to readers which helps keep the Tribune out in front as Chicago's most widely read newspaper and most productive advertising medium.

For complete details and rules of the "Better Rooms for Better Living" Competition, interested parties are invited to send for a free copy of a brochure which will be sent postpaid. Address requests to "Better Rooms for Better Living" Competition, Chicago Tribune, Room 2319, Tribune Tower, Chicago 11, Ill.

CHICAGO TRIBUNE

THE WORLD'S GREATEST NEWSPAPER

November average net paid total circulation:
Daily, Over 1,080,000—Sunday, Over 1,500,000

San

Advertising Age

THE NATIONAL NEWSPAPER OF MARKETING

Trade Mark Registered

Issued every Monday by Advertising Publications, Inc., 100 E. Ohio St., Chicago 11 (Del. 1337), 330 W. 42nd St., New York, 18 (Br. 9-6431), National Press Bldg., Washington 4, D. C. (Re. 7659). European Headquarters, 2 Gt. Bushy Drive, London N. 20 (Hillside 1137). G. D. CRAIN, JR., president and publisher. S. R. BERNSTEIN, C. B. GROOMES, O. L. BRUNS, J. H. REARDON, vice-presidents. B. G. REHM, treasurer.

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Los Angeles (14): Simpson-Reilly Ltd., Garfield Bldg., Walter S. Reilly, Mgr.

10 cents a copy, $2 a year in the United States. Foreign postage extra. John H. Reardon, circulation director.

A Merry Christmas . . .

Most business papers, including this one, consider it a little on the hick side to take notice of the seasons, and to tear away from the innumerable problems that beset themselves and their readers in order to recognize a holiday.

We've never had a "Christmas editorial." In fact, we have shared the common belief that to do so would prove our ineptitude for the task in hand, would demonstrate our callowness and simple-mindedness, and bear witness to our inability to rise above and beyond such childish nonsense as wreaths and brightly burning candles and paper hats and noise-makers.

But this year—or at least at this particular moment of writing—the idea of penning an editorial in which we fail to approach the Indignation Boiling Point seems especially good. For the moment, and by dint of keeping certain thoughts resolutely pushed back into a corner of our cranium, we ain't mad at nobody. We view the advertising scene serenely and comfortably, pleased above all else that so many of us have managed to weather the past twelve months with physical and mental faculties so relatively little impaired.

This, in itself, is a feat of no mean proportions. To retain some semblance of sanity in a world whose symbol is Frustration rampant on a field of Chaos is difficult, yet most of us have accomplished it . . . or are we just kidding ourselves? And to retain the ability to talk and move about and hammer away at typewriter keys after a year in which our blood pressures have shot up and down faster than a V-2 bomb, is indeed a condition calling for thanks.

So, for this tiny moment in limitless time, why shouldn't we lean back, relax, forget the anxieties and the cares and the confusions that surround us, and breathe a wordless thankfulness for the good things we have known, and perhaps for life itself? Why shouldn't we take a fleeting moment to forget about yesterday's troubles and tomorrow's tribulations, and extend to all the greetings of the season? Why not, indeed, extend to all our very best wishes for a very merry Christmas season!

. . . And a Happy New Year

Now that we've started on this career of good cheer, so different from our usual outlook, we have no recourse but to go on; and in keeping with the trade (or business or profession) which we serve, we'd like to contribute a somewhat corny slogan for the year about to be ushered in:

1947 . . . COULD BE HEAVEN!

Nineteen forty-seven could indeed be heaven, for most of us, if:

. . . Supply just about caught up with demand (but never, never exceeded it).

. . . Prices and wages stopped chasing each other up an endless spiral.

. . . Labor and management stopped beating each other over the head and decided to help bind up each other's wounds.

. . . Free competitive enterprise became more enterprising and perhaps more competitive.

. . . The "American way of life" took on overtones of living instead of just talking.

. . . "An honest day's work for an honest day's pay" became a reality instead of an empty slogan.

. . . Government could decide where it is going and how to get there, and then move carefully in that direction.

. . . Business continued good, but not so good that anyone could go on practicing a "customer be damned" philosophy.

. . . Paper and ink and printing facilities became increasingly available, but (Heaven forbid) not because of a decline in the demand for advertising space.

. . . Radio soap operas became the darling of the intellectuals as well as of the advertisers.

. . . All agencies expanded their billings and their client lists without taking any accounts from other agencies.

. . . Every advertising campaign was conceived in intelligence and dedicated to the proposition that only sales make sense.

. . . The whole body politic, from White House to Walla Walla, and from creative genius to cretin, realized the basic "X" factor which makes the American economy work: The harnessing of mass production to mass consumption so that more and more goods and services can be made available to more and more people, while profits go up and prices go down.

Under these conditions, 1947 COULD BE HEAVEN.

"Sorry to disillusion you, old chap, but if I knew of a line unaffected by shortages I'd be selling it myself!"

Ad-libbing

B. O. Made Easy

For our fascinating release of the week, we have an announcement from Baldwin & Mermey, for one of their clients, Proprietary Association of America, headlined "Perspiration doesn't distinguish between blondes and brunettes."

"Blondes don't smell sweeter than brunettes, nor do the latter have greater olfactory appeal than blondes, according to studies made by Dr. I. W. Grote and Peggy Walker, of the Chattanooga Medicine Company, which were reported today to the scientific section of the Proprietary Association. . . The fact is, according to their paper, that both types are equally susceptible to bromidrosis, or development of unpleasant perspiration odors. . . 'In normal persons,' their paper reported, 'any unpleasant perspiration odor is due to putrefaction of the organic residue of sweat by bacteria, which may occur within four to eight hours after bathing. It is estimated there are approximately 9,000 sweat glands in the underarm area. . .'"

Policy Spread

One of our overworked colleagues has kindly contributed an ad from Berry Dickie & Stettler, a New York office furniture company, offering the Sikes Executive Posture Chair, a richly innocuous looking contraption priced at $146.60. We don't reproduce the ad, because the chair looks pretty much like any other, and this is what bothers us.

Not being chummy with BD&S, we can't very well call them up and discover if there really is an executive posture. That is, is there a posture by which an executive can be identified? We'd like to sit in that chair, even feeling a little like an imposter as we did so, and see what alignment of pelvis, spine and shoulders is essential to the financial big brass.

Further, suppose a mistake occurs, and the chairs are transposed. An office boy may be sitting like a vice-president, and the vice-president in the craven crouch which marks men of nondistinction.

Having been reared in the precept that each ink-stained wretch carries a marshal's baton in his brief-case, it disturbs us to discover that each day we may be frittering away opportunity because of the misalignment of vertebrae. If you are dissatisfied, if your boss doesn't realize your latent possibilities, if your secretary sneers at you from across the desk, BD&S may have the answer, swivelled and mounted on four wheels.

Our whole notion of the care and feeding of executives is slightly out of date because of lack of recent data. It seems to us that they aren't making nearly as many executives as they used to, probably because the essential parts are scarce, and some of them are being siphoned off into the black market. We don't even see much of the well-publicized prewar type, the Junior Executive, a model just like the executive except it didn't have so much and hadn't had it as long.

The company is probably missing a bet in not having a junior chair, one which aligns the spine in the right direction and can be expanded as the sitter takes on weight, acumen and responsibilities.

Jottings

Paradox: Bristol-Myers ad: "More Vitalis is being sold today than ever before in its long history . . . without your help, this phenomenal comeback would not have been possible"; Chesebrough Mfg. Company: "More men buy Vaseline hair tonic today than any other single brand on the market!"; Wildroot Company: "Wildroot hair tonic sales top all other brands." . .

Tough talk: In *Women's Wear Daily* we found an illustration of a pirate swinging from the yardarm, with a headline declaring, "In the 17th century, pirates were hanged by the neck until dead." Copy continued: "But today's pirates do not have to fear such extreme penalties," and Miss Youth Form Lingerie, Inc., went on to promise legal action to any person who infringed on patent No. 2365596 including public branding "as a copy cat" and being convicted as "a pirate, infringer and general, all-around discredit to the trade." . .

Classy note: In announcing their Currier & Ives shaving mug and bowl, J. B. Williams Company, Glastonbury, Conn., signed itself as "Williams of Glastonbury, Connecticut." . .

Information for Advertisers

The following documents may be secured without charge from companies sponsoring them, or through ADVERTISING AGE, by any national advertiser or advertising agency executive writing on his business letterhead. Address ADVERTISING AGE, 100 E. Ohio St., Chicago 11, Ill.

No. 2734. *Education is Big Business.*

School Management has issued this booklet, which points out the size and importance of the school market, showing where, how and by whom school money is being spent. In addition to details on the number and kind of schools in the country, attendance by age, value of school property, etc., the booklet tabulates public school expenditures by states, 1941-1942.

No. 2735. *Wholesale Dry Goods Sales in the Pittsburgh Market.*

Pittsburgh's wholesale dry goods area is mapped out in this folder, issued by the *Pittsburgh Post-Gazette*, along with a tabulation of market data including population, number of families, types of stores and annual sales.

No. 2736. *What the Factory Worker Really Thinks.*

Factory, a McGraw-Hill publication, conducted surveys in 1944 and 1945 to determine "what the factory worker really thinks," and now has issued these reports on its third survey, reprinted from the October and November issues of the publication. The first deals with cost of living, wages and strikes, and the second, union behavior and industry earnings.

No. 2686. *Collier's Qualitative Survey.*

The composition and characteristics of its urban reader-families are the subjects of this nationwide survey published in two parts by *Collier's*, developed in cooperation with Psychological Research Corporation, which made the survey. The researchers developed and used the block sampling method in which the number of families to be interviewed in each income group was determined by making maps of each city block, showing the average rent paid by tenants in each block in the 125 representative cities included in the survey. The second of the two booklets shows the number of *Collier's* readers using specific brand products, including automobiles, electric appliances, etc.

No. 2713. *Grocers' Route List.*

The *Toledo Blade's* new edition of its grocers' route list carries, in route form, names and addresses of all grocery stores in Toledo and the 14 counties comprising the Toledo ABC trading area—a total of 1,878 outlets. Stores are keyed to volume and affiliation. The directory also shows food sales by county; a census tract map indicating shopping areas, and personnel and store data.

No. 2700. *Route List.*

The *Sacramento Bee* has issued this route list, which contains a route and street map of the Sacramento metropolitan market and a highway map of the city's 19-county market, with a 96-page list of grocery, drug and variety stores. The list includes information on the dollar volume of the market, executives, buying hours and territory covered by local wholesalers, chain and supermarket data, population, etc.

Effective with the issue of . . . April 4th, 1947

THE UNITED STATES NEWS

guarantees a net paid circulation of

275,000

an increase of 37½ per cent since V-J Day

The authority of the news pages is unquestioned—
The way they are organized makes easy reading—
for alert-minded business men.

That is why the circulation of THE UNITED STATES NEWS has advanced steadily for 14 years

7,000 circulation in 1933 . . . 275,000 in 1947

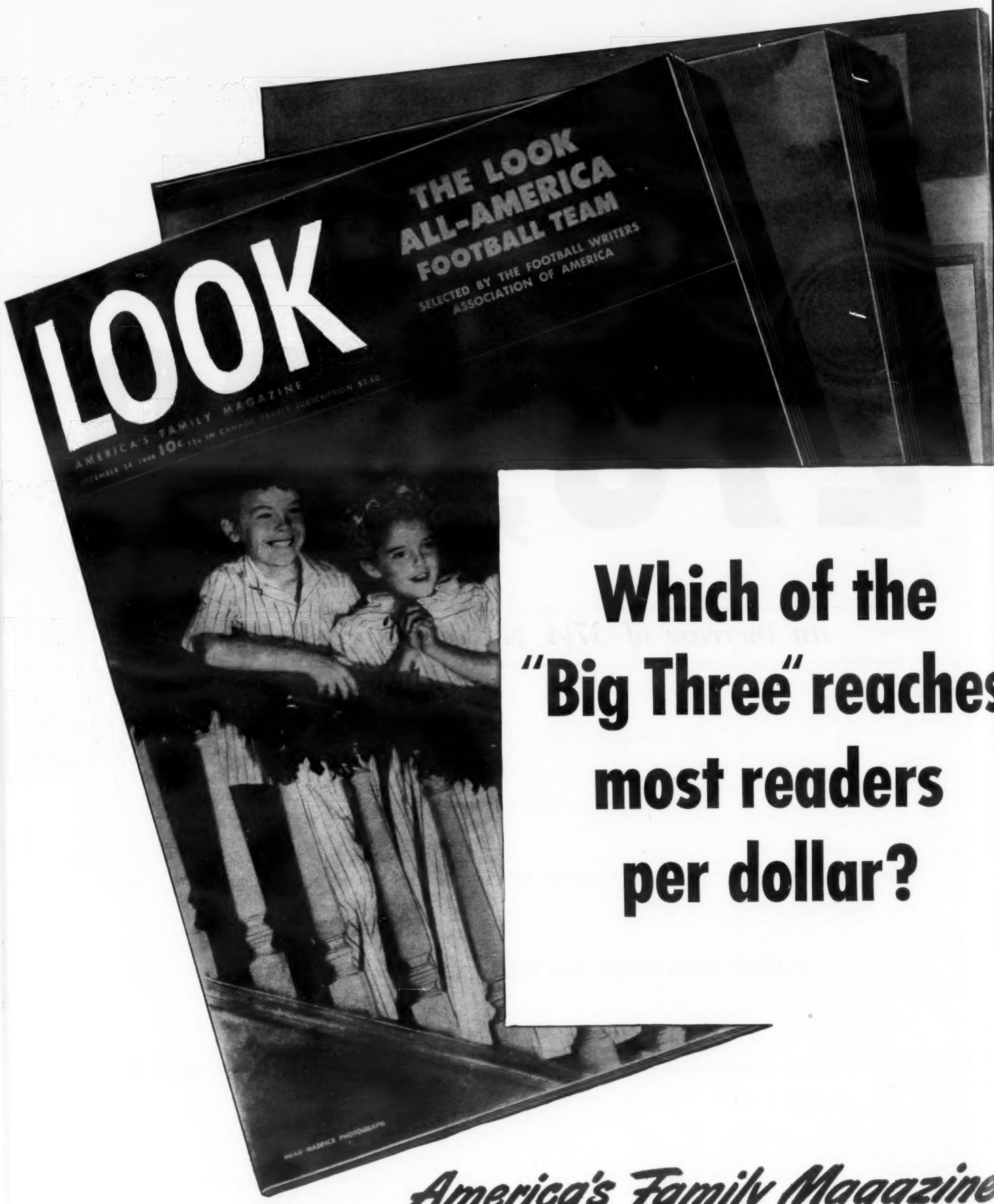
UNITED STATES NEWS PUBLISHING CORPORATION

THE UNITED STATES NEWS
WORLD REPORT

★

Together these two magazines are now delivering a total of more than 375,000 net paid circulation—
THE CREAM OF NEWS MAGAZINE READERS

H. L. BEHLKE, ADVERTISING DIRECTOR, 30 ROCKEFELLER PLAZA, NEW YORK 20


LOOK
AMERICA'S FAMILY MAGAZINE
DECEMBER 24 1946 10¢ 15¢ IN CANADA YEARLY SUBSCRIPTION $3.50
THE LOOK ALL-AMERICA FOOTBALL TEAM
SELECTED BY THE FOOTBALL WRITERS ASSOCIATION OF AMERICA
WALT SADDICK PHOTOGRAPH

Which of the "Big Three" reaches most readers per dollar?

America's Family Magazine

1946 MAGAZINE READERSHIP

Based on studies made by Crossley, Inc., validated by Magazine Audience Group.

LOOK REPORT based on U. S. civilian population 10 yrs. and older estimated at July 1, 1946 112,000,000*

LIFE REPORT based on U. S. civilian population 10 yrs. and older estimated at Jan. 1, 1946 107,500,000

MAGAZINE	Per cent of population reached	Total Audience Reached Per Issue (Teen-Age and Over)
LOOK	11.3	12,650,000
AMERICAN	8.4	9,400,000
COSMOPOLITAN	6.4	7,150,000
LIFE	21.0	22,550,000
SAT. EVE. POST	11.8	12,700,000
COLLIER'S	10.1	10,900,000

*The population 10 yrs. and older of 112,000,000 includes a conservative estimate of the servicemen re-entering the civilian population during the first six months of 1946.

Life, LOOK and the Post reach more than 12,000,000 readers each. But look at these figures on COST PER THOUSAND.

Here are the latest and most authoritative figures on magazine readership.

They show (see table above) that Life, LOOK and the Post top the field in total number of readers per issue.

Now break these figures down against your own market.

If it's made up of people in general — *you'll reach it at lowest cost per thousand in LOOK.*

If it's made up of people between 15 and 34 years of age — *you'll reach it at lowest cost per thousand in LOOK.*

If it's made up of people between 15 and 44 — *you'll reach it at lowest cost per thousand in LOOK.*

If it's made up of men and boys only — either in the 15-34 group or the 15-44 group — *you'll reach it at lowest cost per thousand in LOOK.*

If it's made up of women and girls — again between 15 and 34 *or* 15 and 44 — *in LOOK, you'll reach it at the lowest cost per thousand among the Big Three.* (Even monthly magazines don't beat it by much — see tables 6 & 7.)

All of these figures are based on one-time rates for black and white pages.

Other figures — covering quantity discounts, fractional pages, etc. — are equally interesting, not to say startling.

If you're out to make your 1947 advertising dollar go as far as it possibly can, why not write or phone us now for still more information? LOOK, 511 Fifth Ave., New York 17, N. Y.

1. TOTAL AUDIENCE *cost per 1,000*

LOOK	**$0.50**
AMERICAN	.59
COLLIER'S	.64
LIFE	.68
COSMOPOLITAN	.71
POST	.83

2. AGE GROUP 15-34 *cost per 1,000*

LOOK	**$1.00**
AMERICAN	1.27
COSMOPOLITAN	1.51
COLLIER'S	1.61
LIFE	1.69
POST	2.30

3. AGE GROUP 15-44 *cost per 1,000*

LOOK	**$0.76**
AMERICAN	.89
COLLIER'S	1.07
COSMOPOLITAN	1.09
LIFE	1.15
POST	1.47

4. MEN ONLY 15-34 *cost per 1,000*

LOOK	**$2.00**
LIFE	3.66
AMERICAN	3.85
COLLIER'S	4.12
POST	4.94
COSMOPOLITAN	6.31

5. MEN ONLY 15-44 *cost per 1,000*

LOOK	**$1.50**
LIFE	2.38
COLLIER'S	2.48
AMERICAN	2.57
POST	2.90
COSMOPOLITAN	4.29

6. WOMEN ONLY 15-34 *cost per 1,000*

AMERICAN	$1.89
COSMOPOLITAN	1.99
LOOK	**2.01**
COLLIER'S	2.64
LIFE	3.13
POST	4.31

7. WOMEN ONLY 15-44 *cost per 1,000*

AMERICAN	$1.36
COSMOPOLITAN	1.46
LOOK	**1.52**
COLLIER'S	1.88
LIFE	2.23
POST	2.99

LOOK

Buy your copy of the current issue at your newsstand today — and see why 12,650,000 people read LOOK every issue.

Munsingwear Ups Wilson

Edward C. Wilson, vice-president in charge of sales and merchandising of Munsingwear, Inc., Minneapolis, has been appointed executive vice-president. Coy C. Humphrey, general sales manager, has been named to succeed Mr. Wilson. Both have been elected to the same positions at Rollins Hosiery Mills, Inc., Des Moines, which was purchased by Munsingwear in 1945.

1st in ADVERTISING
BECAUSE IT'S EDITED FOR ITS READERS
Building SUPPLY NEWS

Greater Sales in Yard Goods Seen

CHICAGO — Substantial increases in over-the-counter yard goods sales can be expected in the next few years, according to Mark Crider, 30-year veteran of piece goods buying and merchandising. Mr. Crider, operator of the Whitehall Stores, Chicago, declared that the sales increase will come as a result of rising costs of house dresses and other simpler apparel.

Reported trends toward decreasing sales volume of piece goods have been traceable directly to shortage of the materials rather than any disinclination to buy on the part of customers, averred Mr. Crider. He criticized the piece goods industry for "letting ready-to-wear people out-promote it."

Mr. Crider pointed out that there are more than 140 piece goods firms listed in directories here, compared with 112 in 1941.

Public acceptance of piece goods is proved, he said, by such sales volume as $2,500 return from a *Chicago Tribune* ad which cost the advertiser, M. L. Stern of Mone Fabrics, Chicago, only $172. The copy ran last summer.

Mrs. Carson Becomes Federal Director

Federal Advertising Agency, New York, has elected Laura Ellsworth Carson as the first woman to serve on its board of directors. Mrs. Carson is a vice-president of the organization.

She joined the agency during World War I, and since then has directed advertising for a wide list of clients, particularly in the women's field.

Revises Contest Book

Zenn Kaufman, director of merchandising and sales training for Calvert Distillers Corporation, has rewritten his earlier book, entitled "How to Run Better Sales Contests," published by Harper & Brothers, New York, to include the later methods and slants on contest techniques.

7 out of 10
NORTHERN CALIFORNIANS

ONE COLUMBIA STATION SERVES THEM ALL!

2½ million people—that's 70% of Northern California's population—live in KQW's primary listening area.

KQW is the *only* Columbia station serving this rich 14 county San Francisco - Oakland Bay Area Market—and delivers it at less cost.

Represented Nationally by Edward Petry & Co. Inc.

Getting Personal

Secretary of War Patterson has given the Medal of Merit to **Sam Meek**, v.p. of J. Walter Thompson Co., New York, for his services as a consultant to the armed forces on public relations. . . Philadelphia Philco execs went to Atlanta a couple of weeks ago to participate in a dinner honoring **D. J. MacKillop**, who is retiring as general southern sales manager after 33 years of service. . .

Jan. 25 has been set as the wedding date for Eleanore Everett, of the KNX studio mail room staff, and **Tom Papich**, KNX director of research in Hollywood. . . **Lawrence H. Selz**, head of the Chicago publicity organization bearing his name, and **Paul Hoffman**, Studebaker pres., were two of the four Chicago area men appointed to the national board of the Nat'l Conference of Christians and Jews at a recent New York meeting. . .

Mark Finley, Mutual-Don Lee public relations director, is the subject of an incident in the Bob Hope book, "So This Is Peace." Finley, a lieutenant colonel in charge of public relations for the Army in southern France, arranged for the French press to interview the comedian when he stopped there on his tour, but neither

FLORIDA FUN—Trent Collins, left, president of the Tampa Advertising Club, points out something of special interest to Mrs. Collins, Mrs. Phillips and A. P. Phillips Jr. of the A. P. Phillips ad agency, Orlando, at a recent all-day outing at which the Tampa club was host to the Orlando and Orange County Advertising Club.

Hope nor the press, it was discovered at the last moment, could speak the other's language. . .

William P. Smith, radio director of the Charles W. Hoyt Co., New York, is receiving congratulations on the successful premiere of his play, "Mary and Her Sergeant," which took place in Cleveland Dec. 11. The play, performed by the Eldred Players of Western Reserve U., was one of the winners in a nationwide contest conducted by the noted Hermit Club of Cleveland as a boost for new playwrights. . .

H. Quenton "Q" Cox, gen'l mgr. of Station KGW, Portland, Ore., has been elected to represent the 8th district of NBC's stations planning and advisory committee during 1947. . . And **Lewis Allen Weiss**, exec. v.p. of Don Lee Broadcasting System, has been nominated as v.p. of the Los Angeles Chamber of Commerce. . .

H. W. Hoover, pres. of The Hoover Co., N. Canton, O., himself a 45-year veteran of the company, presented service pins to long-time employes at a festive dinner celebrating their records. Engraved Hamilton watches were given to 25-year-and-over members of the concern. . .

Editor of *Aviation Maintenance & Operations* **Arthur W. D. Harris** was winner of first place in the technical div. of Trans World Airline's annual aviation writing and photographic contest. His entry, "DC-3 Reconversion," described the procedures of Colonial Airlines in reconverting military transport planes for commercial passenger service. . .

James H. McGraw, retired founder of McGraw-Hill Publishing Company, received many telegrams of congratulation on his eighty-fourth birthday Dec. 17. He is now living at Saratoga, Cal. . .

Robert McFadyen, mgr. of the ratings section of NBC's research dep't, on Dec. 3 became the father of a second child, 7 lb., 6 oz. James Roy, who checked in at Mountainside Hospital, Montclair, N. J. . . **Joseph L. Palmer**, v.p. of Foreign Advertising & Service Bureau, New York, is on his way to South America. Last stopping place, in January, will be Buenos Aires. . .

Herbert Drake, v.p. in charge of promotion for Macfadden Publications, is back in New York from Hollywood, where he set preliminary stages for the presentation of the *Photoplay* Gold Medal Awards for 1946. . . "The most musically progressive sponsor in radio" is the Wildroot Company, in the opinion of *Metronome*, which presented a special award to the company's representative, **J. Ward Maurer**, director of merchandising & advertising, on the Dec. 14 broadcast of "King Cole Trio Time," over NBC. The award is for sponsoring the Woody Herman band last year and the King Cole Trio currently. . .

Fred Veit of NBC's ad and promotion dep't is the designer of the United Nation's 1946 poster released for distribution a few days ago. Mr. Veit is art director for NBC managed-and-owned stations, and before joining the network last January, was art consultant for the UNO Information Office for two years. . . Another art director breaking ground is William H. Weintraub ad agency's **Paul Rand**, who has a new book, "Thoughts on Design," just published by Wittenborn & Co. The book is believed to be the first of its kind to appear in three languages simultaneously—French and Spanish translations follow the English text. . .

Walter Weir, who heads his own New York agency, has been named public relations chairman for the city's campaign of the United Service in China, which has set for itself a goal of $1,250,000. . .

91% of Grocers 'Believe' Ads, Manville Finds

NEW YORK — Advertisements in *Progressive Grocer* were believed by 91% of its readers, Richard Manville, advertising copy and research consultant, told the copy testing group of the American Marketing Association's New York chapter recently, in reporting on methods and results in a readership study which his organization made for that publication.

The advertisements were seen on the average by 64% of the readers, Mr. Manville said, with some running as high as 90%. Average readership of all elements in the advertisements was found to be 56%, with some running to 89%.

The "willingness of retailers to accept as fact statements made by the companies whose products they sell," he asserted, "contrasts sharply with the generally assumed lower believability of advertising in consumer publications. On the whole, when combining and weighing observation, readership and believability, the 60 advertisements studied rated 68% effective on the Manville Effectiveness Index."

Four Separate Interviews

The survey covered 421 interviews with owners, managers and clerks of stores in 13 cities chosen at random from the *Progressive Grocer's* circulation lists. A pretest in 75 New York and New Jersey stores indicated, Mr. Manville explained, that 15 advertisements "seem to be the best number to be used in any single interview to overcome the 'fatigue' and 'interruption' factors." Since the publication wanted to test 60 ads, four separate sets of interviews were obtained, each covering 15 ads, and a separate questionnaire prepared for each.

Interviewing for each set of ads was done simultaneously in all cities in all sections of the country, and interviews on each ad were distributed nationally in the same ratio as the total number of interviews.

Solventol Names Maxon

Solventol Chemical Products, Detroit, has appointed Maxon, Inc., Detroit, to direct the advertising for its household cleaner. Test campaigns now being prepared for cities where distribution has been completed will be followed by a national program.

Goodrich Ups Caldwell

Charles H. Caldwell, in the sales promotion department of B. F. Goodrich Company, Akron, has been appointed manager of advertising and sales promotion of the newly created Shoe Products Sales division.

Lever Detergent Goes to Federal

CAMBRIDGE, MASS.—Lever Brothers Company has appointed Federal Advertising Agency, New York, to handle the advertising of Breeze, a new soapless detergent. Expenditure, market and media plans for it have not been divulged.

The Federal appointment is said to be the first of several by Lever for new products now being prepared.

Lever's advertising in this country in recent years has been divided between Foote, Cone & Belding, Ruthrauff & Ryan, J. Walter Thompson Company and Young & Rubicam.

Greene Joins Metcalf

Stanley W. Greene, illustrator, has joined F. M. Metcalf Advertising Agency, Philadelphia, as associate art director.

IT ALL ADDS UP TO ONE THING . . .

. . . no other single medium will reach and influence the cream of the crop ranch market like THE CATTLEMAN. Low in cost . . . high in quality readership . . . THE CATTLEMAN is *the* ranchman's publication . . . owned, published and read by them, from the smallest ranchers . . . to the owners of vast cattle empires with annual purchasing power equal to that of a large city.

THE CATTLEMAN survey "Ranchmen Want to Buy" shows the market is here . . . your sales message in the columns of THE CATTLEMAN will prove . . . here is the easy, economical way to reach it.

The Cattleman
1109 BURK BURNETT BLDG.
FORT WORTH 2, TEXAS
THE GREAT RANCH MARKET

a Merry Christmas to you all!

. . . from the makers of the . . .

STREAMLINER

America's Sensational Fluorescent Display

OHIO
ADVERTISING DISPLAY CO.
1216 Jackson Street
CINCINNATI 10, OHIO

GREATER POWER BEHIND THE WORLD'S GREATEST INDUSTRIAL PAPER

AS an institution, The Iron Age is the lengthened shadow of many top-caliber men, steeped in knowledge of the metal-working field.

It is this composite strength of manpower that provides an editorial result that causes 83 percent of subscribers to renew their subscriptions annually. Please note the annually, for The Iron Age, by accepting only one year subscriptions, elects to come before its readership each year for a vote of approval. It gets the highest renewal percentage in the metal-working field the hard way as a check on its editorial merit.

Yes, there is a reason for the dominance of The Iron Age. It is there for all to see in each issue of this distinguished publication.

THOMAS L. KANE
Publisher

T. W. LIPPERT
Directing Editor

R. M. GIBBS
Business Manager

OUTSTANDING editors prefer to work for this publication because of its high editorial standards. They are always on their mettle, for here performance is constantly demanded.

The keenest field correspondents gravitate to this publication that expects alertness on news of men and methods, and penetration in reporting. 76 of them scour the country and the world for The Iron Age.

The foremost technical authorities in their respective specialties send their manuscripts to The Iron Age.

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News Markets Editor

W. A. PHAIR
Technical Editor

H. E. LINSLEY
Machine Tool Editor

A CHILTON PUBLICATION

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Regional Editor
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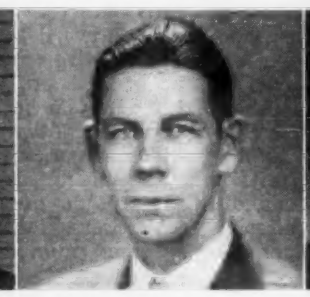
EUGENE HARDY
Regional Editor
Washington 4,
Nat. Press Bldg.



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Regional Editor
Washington 4,
Nat. Press Bldg.

W. A. LLOYD
Regional Editor
Cleveland 14,
1016 Guardian Bldg.

THESE highly experienced marketing specialists who have matured through years of counseling manufacturers are at your constant disposal, ready to provide you with facts and advice from their own knowledge of your problems, and from the wealth of material available in our greatly expanded Marketing Research Department.

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Regional Editor
Detroit 2,
7310 Woodward Ave.

OSGOOD MURDOCK
Regional Editor
San Francisco 3,
1355 Market St.

ROBERT T. REINHARDT
Regional Editor
San Francisco 3,
1355 Market St.

REGIONAL TERRITORIAL MANAGERS

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62 LaSalle Rd.

C. H. OBER
New York 17,
100 East 42d St.

H. E. LEONARD
New York 17,
100 East 42d St.

PAUL WOOTON
Chilton Editorial Board
Washington Representative

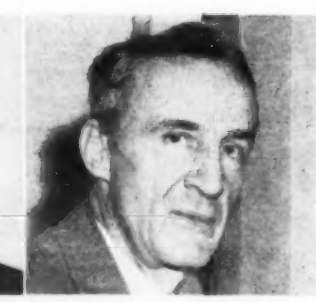
B. L. HERMAN
Philadelphia 39,
56th & Chestnut Sts.

JOHN M. HUGGETT
Pittsburgh 22,
814 Park Bldg.

ROBERT F. BLAIR
Cleveland 14,
1016 Guardian Bldg.

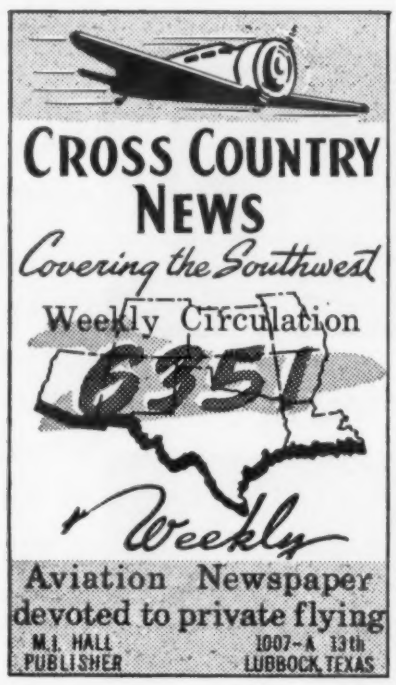
PEIRCE LEWIS
Detroit 2,
7310 Woodward Ave.

H. K. HOTTENSTEIN
Chicago 3,
1134 Otis Bldg.



O. L. JOHNSON
Manager Market Research

The IRON AGE



National 'One Buy' Point-of-Sale Plan Launched

HOUSTON—National Point-of-Sale Label Service, Inc., has been organized at 1204 Union National Bank building here, as exclusive licensee of the four-year-old, copyrighted "Wilson System" for this medium throughout the United States.

Principal stockholders are MacDonald Lynch, Galveston capitalist, and Joe W. Edwards, advertising agency executive, and Alton Wilson, both of Houston.

The Wilson System is a label service method, Mr. Edwards said, which provides for organized and controlled advertising and merchandising at point of sale by offering advertisers for specific periods specific numbers and types of outlets.

The system, Mr. Edwards explained, is "fully protected by law, and its methods and plan of operation comply with all federal and state laws.

"Heretofore, point-of-sale advertising has been more or less a 'hit or miss' proposition, and many manufacturers in an effort to secure more favorable cooperation from retailers, have violated the Robinson-Patman (anti-discrimination) act."

Will Charge Weekly Fees

The company will charge a specific fee weekly to advertisers, for which it will guarantee a certain number of stores in each market, and install displays in them. Its Wilson System label on both window and interior displays will "trademark" the stores participating. The stores will be paid a specific fee weekly, based on their sales volume. The size of the space units to be sold has not been determined.

The plan will be tested, Mr. Edwards said, in 300 of the 900 grocery stores in the Houston area starting in January. After that the company intends to extend it to other metropolitan areas, and then to smaller cities.

The major part of its job, he believes, will be in lining up retailers.

The plan would be effective, among other ways, in developing distribution for new products.

"Advantages to advertisers" cited by the company include: "Point-of-sale advertising can be planned and scheduled just as efficiently and in much the same manner as other forms of advertising"; "display requirements can be more accurately estimated, and considerable waste eliminated"; "point-of-sale can be efficiently and completely synchronized with a general campaign"; salesmen's time is conserved by releasing them from the necessity of "selling" and installing displays.

Advantages to retailers mentioned include closer tie up with advertisers' campaigns, and larger volume and profit; a better merchandising job with less effort, and an additional and steady source of revenue from rental of display space.

HOWARD SOUNDS OFF—William H. Howard, executive vice-president of R. H. Macy & Co., ribbed the advertisers at an ANA point-of-purchase session in New York. Tom Young, advertising director of U. S. Rubber Co. and ANA chairman, takes the ribbing gleefully at the right.

Broad Use Intended

In a leaflet on his copyrighted system, Mr. Wilson pointed out that it is intended to serve "all advertisers who do point-of-sale advertising." By use of the label method, the national organization, operating through state organizations, will "receive and place at point of sale such signs and window displays as furnished by the advertiser," and will report to him on date, time and place of each installation and each removal.

The advertiser will be supplied with a cut of the label, a chart showing each section and its number in each state, and a regular form report "to keep the chart up to date, as to the number of stores in each section of each state which the national organization . . . controls by contract. . .

"To render the service required of it, each state organization operates separately and must be qualified" in its state.

"The display organization, operating under an exclusive contract with the state organization," must furnish bond as surety to advertisers that it will handle the advertising in accordance with the time, place and other stipulation of the orders.

Standard charges for each type of service will be announced in a price list.

Fisken and Perry Form Sales Counselors, Inc.

C. P. Fisken, formerly advertising manager and sales executive of Chevrolet Motor division, and

C. P. Fisken

R. L. Perry

Robert L. Perry, business editor of the *Detroit Free Press,* and since 1944 a public relations executive in the Detroit office of Ruthrauff & Ryan, have formed Sales Counselors, Inc., in Detroit, to assist business management in sales development and public relations.

Estee Appoints Lieber

Estee Bedding Company, Chicago, manufacturer of the Nocturne innerspring mattress, has appointed Lieber Advertising Company, Chicago, to handle its advertising. The schedule includes quarter pages in *Better Homes & Gardens, Good Housekeeping, House Beautiful* and *House & Garden.* A trade publication campaign has also been planned.

"MAKE IT SNAPPY, MILLICENT!

There are 240,000 Youngsters Waiting!"

Wise newspaper advertisers realize that circulation value lies not alone in the number of copies distributed, but in the influence a paper has on the market it does cover. For instance, among the 400,000 families who read The Detroit Times every day, there are 240,000 boys and girls from 5 to 14 years of age.

What a market for piano lessons—and musical instruments. It's at least a ONE HUNDRED MILLION DOLLAR MARKET; with pent up musical desires soon to be fulfilled as musical instruments make their appearance.

It will pay you to consider this same DETROIT TIMES market, in terms of shoes and clothes or baseballs and roller skates . . . and hundreds of other things youngsters this age want—and usually get. You can sell them, when you tell them, in THE TIMES.

NO COVERAGE IS COMPLETE WITHOUT THE 400,000 FAMILIES REACHED BY THE DETROIT TIMES

REPRESENTED NATIONALLY BY THE HEARST ADVERTISING SERVICE

Victoria Rejects Midweek Closing of Retail Shops

VICTORIA, B. C.—Victoria last week rejected a suggested closing of retail stores in midweek, a bill backed strongly by union labor.

The proposed motion would have required compulsory closing of all retail establishments of the same type all day each Wednesday. The last session of the provincial legislature adopted a law, sponsored by unions, which permitted any British Columbia city to enact a midweek closing ordinance, upon petition of 75% of the operators of such establishments.

In Victoria, an alert Citizens Committee Against All-Day Closings succeeded in getting the question placed on a referendum ballot. Backed by some of the city's barbers and meat market operators, it was opposed by grocers and chain store operators. The motion was defeated, 4,801 to 2,755.

The committee considered its victory a mandate for further action, and will urge the provincial legislature to repeal the law.

Retail circles in the United States, which have been under pressure by groups seeking to force closing of stores during one of the normal working days of the week, watched the defeat with interest. A key point of the committee's defense was its assertion that the provincial work-law of 44 hours is not affected, that many businesses work only 39 to 41 hours a week.

Building Group to Meet

The National Association of Home Builders will hold its annual convention and exposition at the Stevens Hotel, Chicago, Feb. 23-27.

Adclub's Party Aired

Station WAAT, Newark, N. J., originated a daily, midday, "Broadwayites" variety show, sponsored by the Broadway Hosiery Shops of Jersey City, from Newark's Athletic Club last Thursday when the Newark Advertising Club staged its annual Christmas party there. WAAT's president, Irving R. Rosenhaus, a director of the adclub, made the arrangements.

Canandaigua to Krohn

Canandaigua Industries Company, Canandaigua, N. Y., vintner and bottler of N.Y.S. brand wines and champagnes, has appointed Allen Krohn Company, Greensboro, N. C., as its agency. National magazines, trade publications, newspapers and radio will be used.

Council Reveals 100 Task Force Agencies on List

NEW YORK — The Advertising Council last week released the names of 100 advertising agencies which have served as task forces on the more than 170 public service campaigns sponsored by the council in cooperation with the government and private industry.

These agencies are part of the pool of 447 agencies formed by the American Association of Advertising Agencies to assist the then War Advertising Council in 1942. The Four A's has since continued to be a clearing house for agency participation and has financed the agency portion of the council.

The council estimates that this year American business will contribute more than $100,000,000 to public service projects.

Sponsors Fire Film

U. S. Rubber, through Campbell-Ewald, sponsored a WABD (DuMont, New York) telecast of a five-minute newsreel of the recent fire and explosion which leveled a tenement house on Manhattan's upper west side. An American Broadcasting Company camera crew filmed the disaster and processed the film in time to air it the same day.

Metronome to Golnick

Metronome Corporation, New York, publisher of *Metronome Magazine*, has named Leon S. Golnick & Associates, Baltimore and New York agency, to direct its advertising.

All Weather, Complete Service
Delivery and pickup of rush shipments anywhere in Chicago any time. Incoming trains and planes met, with direct delivery to your office.

CANNONBALL
BONDED SPECIAL DELIVERY SERVICE
Messengers • Cycles • Cars • Trucks
PHONE DEL. 1234, 412 N. Wells St., Chicago

UTAH isn't so different

Folks here just seem to prefer NBC shows (and why not!)—together with the sparkling local features of—

KDYL
Salt Lake City
Utah's NBC Station
NATIONAL REPRESENTATIVE - JOHN BLAIR & CO.

THE CASE OF THE UNHAPPY MAILMAN

"You advertising fellows seem to have the remedy for all sorts of minor afflictions. But there's one you've missed. It's 'S.D.'. That stands for 'Shoulder Droop'—the occupational hazard of mailmen resulting from a mailbag loaded down with advertising.

"All it takes to aggravate 'S.D.' is to deliver a piece of literature and see it tossed away before my back is turned. But somehow it's kind of soothing when I leave a printed sales talk and folks start to read it like it was a letter from home."

No matter to whom your sales message is addressed, the mailing must sell itself before it sells your product. Chillicothe papers open the doors to sales with the suggestion of quality—the feel of importance. The instant a prospect picks up a Chillicothe printed piece, he is favorably conditioned for a sale of something above average. Specify Chillicothe fine papers for your most important mailings.

Maker of a distinctive line of fine papers for many uses, including such distinguished stocks as
LOGAN AND ADENA OFFSET AND BOOK
CHAMOIS TEXT • CHILLOTINTS
GREETING CARD PAPETERIES
— ask us about them

"Chillicothe Papers make the best impression"
THE CHILLICOTHE PAPER CO.
CHILLICOTHE, OHIO

"FOR *Distinguished Achievement*"

. . . . . WHAT THIS EDITORIAL PROGRAM

Awards to outstanding institutions for outstanding achievement are shown in the illustrations on these pages. This recognition is for superior performance in the handling, preparing, storage and serving of food in restaurants, hotels, hospitals, schools, industrial cafeterias and other institutions, and climaxes a nationwide campaign and contest conducted by INSTITUTIONS Magazine to find examples of excellence and to develop further an already high degree of consciousness for the need of best possible institutional procedures. As indicated by the caption, all sections of the country and all types of institutions were represented among the contestants and winners.

These institutions are to be complimented on the high level of service rendered in their food divisions. The entries indicate the vast amount of training, skill and conscientious attention to detail behind the preparation, handling, serving and storage of mass quantities of food in today's institutions. These entries, which represent practices and standards developed over periods of years, indicate the extent to which care is exercised in the protection of guests, patrons, patients, workers and others served by mass feeding installations. They indicate that, even though war time restrictions hampered the operations of institutions at every hand, a high degree of sanitation and efficiency in service was achieved.

Of most significance, the campaign and contest brought into clear focus the tremendous plans which are on drafting boards and for which appropriations have been set aside . . . for the replacement of existing equipment . . . for the improvement of present installations . . . for the enlargement of current facilities . . . for the construction of altogether new establishments. A recent survey indicated these plans call for the expenditure of more than 10 billion dollars.

Manufacturers have an exceptional opportunity — and many are taking advantage of it —

A HOSPITAL in Toledo, a hotel in Atlantic City, and restaurants in Cincinnati, Washington, and West Orange, N. J., were those institutions which received the first award plaques similar to the one shown at the left. Nineteen other institutions, including clubs, schools, and industrial cafeterias, received framed certificates in INSTITUTIONS Magazine's contest to bring attention to the most outstanding mass feeding installations in this country.

In the words of one of the judges . . . "The salvation of the public feeding industry lies in higher efficiency of food preparation and service. Of all the programs designed to increase such

CONSULT YOUR ADVERTISING AGENCY or write

ILLUSTRATIONS show recent presentation of awards in Grand Central Palace, New York by J. E. Frawley, Chairman, Board of Directors, American Hotel Association. Left to right, across top: Mr. & Mrs. Thos. Fox, Fox Manor Hotel, Atlantic City, N. J.; C. H. Turner, Mills Restaurant, Cincinnati, O.; James and Jacques Lurba, Ceres Restaurant, Washington, D. C.; Morris H. Auerbach, General Electric Co., Bloomfield, N. J.; A. L. Lew, Hotel Cornhusker, Lincoln, Neb.; Nat Sharaf, Sharaf's, Inc., Boston, Mass. Below left to right: Miss Dixie Anders, Y.W.C.A. Cafeteria, Winston-Salem, N. C.; E. J. Bieger and John Rose, General Mgr. and Purch. Agent, respectively, National Hotel Co. for Menger Hotel, San Antonio, Texas.

MEANS TO YOU!

to assist institutional owners and operators in the development of their plans by making available to them full information regarding their products and how they will fit into institutional jobs.

INSTITUTIONS Magazine intends to carry on this effort as a yearly campaign and contest. We are proud of the results which have been achieved and point to them as an indication of further possibilities in this project. Manufacturers and others interested in additional information on this effort and on the field represented by mass feeding institutions are invited to write INSTITUTIONS Magazine, 1900 Prairie Avenue, Chicago 16, Illinois . . . or *"Consult Your Advertising Agency."*

efficiency, the Food Service Contest conducted by INSTITUTIONS Magazine is to my mind the most important."

INSTITUTIONS INCLUDE:

- Hotels
- Restaurants
- Hospitals
- Railroad Systems
- Air Lines
- Schools
- Colleges
- YMCA's, YWCA's
- Government Agencies
- Industrial Cafeterias
- Clubs
- Office Buildings
- Jobbers, Dealers
- Other Public and Private Institutions

HERE are some of the judges actually in the process of studying entries in INSTITUTIONS Magazine's nationwide contest among outstanding institutions. Left to right: J. E. Stephens—recognized national authority on food service planning and installations; J. E. Frawley—Chairman of the Board of American Hotel Association and General Manager of Fort Shelby Hotel in Detroit; I. S. Anoff—Chairman of Food Service Equipment Industry, Inc. and President of Albert Pick and Co., Chicago; Walter F. Clark—President, National Restaurant Association and President, Clark Restaurant Enterprises, Seattle, Washington.

direct to **INSTITUTIONS MAGAZINE AND CATALOG DIRECTORY**
1900 PRAIRIE AVENUE, CHICAGO 16, ILLINOIS

This Week In Washington

By STANLEY E. COHEN, Washington Editor

Administration Gets to Work on 'Spring Cleaning'

WASHINGTON—Since its setback at the polls, the administration has been busy cleaning house, in the hope of making it embarrassingly difficult for the incoming Republican Congress to find a "mess" with headline appeal.

Controversial price controls and housing restrictions were junked. From all predictions, Budget Bureau is doing such a thorough job on 1947 requests that the GOP may be up against it to cut without eliminating reasonably essential items.

Though it is definitely timid these days, the administration may dare something of a challenge to Republicans by increasing the Justice Department's anti-trust fund from the present $2,000,000 to $2,500,000.

Vulnerable to charges of past hostility to the anti-trust laws, Republicans would give the administration good campaign material if they butchered this sum in the face of dramatic figures on recent growth of big corporations.

* * *

Latest FTC policy statements recognize that other agencies may have priority on some cases. For example, Food & Drug Administration is to have first crack at food, drug and cosmetic cases, with FTC intervening only when ads fail to reveal facts material to health.

If there is a fight in Congress over FTC's regulation of food, drug and cosmetic advertising, the Stanback and BC Headache Remedy victories may come in handy. Though suspicious of two ingredients in these products, Food & Drug tolerated them at first, but FTC — being more consumer minded—demanded additional disclosures in advertising. Much later, when Food & Drug became restless about these ingredients, the firms decided to avoid further trouble and eliminate them.

* * *

Advertisers will be able to tie in with promotion for the train of historic documents which will tour the country next year under auspices of the Justice Department. Each state and most cities will need special publicity for this train, carrying the Emancipation Proclamation, Declaration of Independence and other documents sacred to Americanism. Thomas D'Arcy Brophy, Kenyon & Eckhardt president, led an agency and media group which explored the plan with Attorney General Tom Clark.

* * *

Interior Secretary J. A. Krug, who is getting the bows for beating John L. Lewis, has tackled the problem of building a newsprint industry in Alaska. Dropped in the '20s because of the expense, the Alaska project is being investigated now by three industrial groups. Krug estimates that Alaska could provide 1,000,000 tons annually, a fourth of national newsprint requirements.

* * *

Supreme Court Justice Frankfurter voiced annoyance with business men who rush into court as soon as an administrative agency looks their way. Rejecting the plea of a Chicago dairy which did not want to cooperate in a milk marketing plan, Frankfurter said the dairy's remedy was an appeal to the Agricultural Department, not the court. Administrative agencies and courts are "collaborative instrumentalities of justice, not business rivals," he said.

* * *

House surplus property investigators say that War Assets Administration has made good progress under its chief, Robert Littlejohn. Littlejohn, however, feels priorities on surplus, including the veteran's priority, should be stopped. So far, his agency has taken in $2,400,000,000 on $12,500,000,000 of property. He hopes to clean up the job by June 1948.

* * *

Charles Jackson will direct government's "advertising agency" in the Office of Government Reports. He has done "media programming" for the government since OWI days. During the past year he was assistant to Drew Dudley in the Office of War Mobilization and Reconversion, working on food conservation and other information programs.

Jacobs Answers Bendix Suit Over Patents

After the filing of a suit in the U. S. district court in Detroit by Bendix Home Appliances, South Bend, against F. L. Jacobs Company, Detroit, maker of Launderall, completely automatic home laundry, alleging infringement of the reissue of a patent covering automatic washing machines, which expires Dec. 27, 1949, Rex C. Jacobs, president of the Jacobs Company, said that the washing machine "did not infringe any valid existing patents."

He went on to say that "all patents owned or controlled by Bendix were carefully considered throughout our nine years' washing machine development program. Infringement of Bendix-owned or controlled patents, as well as patents owned by others, was carefully considered."

Gafford Rejoins AA

Jack C. Gafford, who resigned recently as national advertising manager of the *Chicago Sun*, a post which he had held for five years, since the launching of the publication, has rejoined the sales staff of ADVERTISING AGE. His headquarters will be in Chicago. Mr. Gafford was with AA for five years prior to his connection with the *Sun*.

Opens London Office

China, Glass & Decorative Accessories, Pittsburgh, has opened a London office at 52 Bedford St., London, W. C. 2, with F. J. Jacoby as its representative. Steven Middleton, Pacific Coast representative with headquarters in San Francisco, has been promoted to West Coast regional director.

Seattle Agency Moves

Hiddleston, Evans & Merrill Advertising Agency has moved from temporary quarters at 1417 Fourth Avenue building to the Republic building, Seattle.

The People's Meeting Place

IN WASHINGTON, D. C.

IN WASHINGTON thousands of people meet each other every day through the Classified Advertising columns of The Star.

In this great public market the people list their wants, they name their terms, they strike their bargains, they close their deals. Here there are no middle-men, no soliciting agents, no high-pressure salesmen. Here are the people talking to the people, people looking for people, people trading with people — people with things they are willing to sell, people looking for things they are anxious to buy. Here is Democracy, Free Enterprise, Free Trade—the people running their own affairs.

The Star is proud of its dominance in classified advertising. The Star furnishes the medium — but the people do the rest. They choose The Star as their medium because they know The Star is a welcome and interesting visitor in most Washington homes. It is delivered to more Washington homes than any other newspaper, for it has won their respect — and it holds their confidence.

Latest Count of Number of Classified Ads in Washington, D. C.
Sunday Newspapers, October 27, 1946

	Star	Post	Times-Herald
Help Wanted	717	216	280
Situations	285	37	18
Sale Miscellaneous	1,304	261	114
Wanted Miscellaneous	115	31	20
Rent Rooms	322	89	82
Wanted Rooms	42	5	0
Apartments Wanted	226	72	61
Apartments Rent	59	11	10
Houses Rent	10	1	0
Houses Wanted Rent	47	45	0
Houses Sale	687	188	166
Suburban Sale	492	213	107
Farms Sale	73	25	10
Autos Sale	102	15	36
Autos Wanted	49	25	25
Death Notices	66	41	18
Memoriams—Card Thanks	19	1	1
Lost and Found	37	17	23
Educational	39	29	0
Music	5	0	1
Stamps	15	47	0
Dancing	3	0	0
Dogs, Pets, Etc.	90	26	18
Business Opportunities	292	62	44
Resorts and Travel	32	32	35
Other Classifications	1,137	234	254
TOTALS	6,265	1,723	1,323
Percentage of Total	67.3%	18.5%	14.2%

Classified Ads from the general public are never solicited by The Star— All are voluntarily inserted.

The Evening Star
WITH SUNDAY MORNING EDITION
WASHINGTON 4, D. C.

DAN A. CARROLL • NEW YORK J. E. LUTZ • CHICAGO

East-to-West Shift Shown in Nonfarm Housing

WASHINGTON—Compiling its statistics on building permits issued through nine months of 1946, the Civilian Production Administration has pointed out to manufacturers of building materials a changing market pattern which may call for shifts in distribution habits.

From the figures, CPA believes there is a definite east-to-west shift in nonfarm housing construction with the Pacific, Mountain, West South Central and West North Central states all doing a bigger share of the nation's building than they did during the same period in 1941.

In New England, Middle Atlantic, East North Central and South Atlantic states, fewer housing units were being built than were constructed during the year of Pearl Harbor, the CPA study shows.

Transplanted industries and the attendant population shifts only partly explain the difference between 1941 and '46 housing activity in various areas, CPA suggested. Indications of developing markets in some areas and shrinking markets in others are pretty definite, the agency contends.

For nine months of 1946, CPA recorded 655,780 units under way compared with 579,613 for nine months of 1941.

Of the 1946 units, 20.2% were in Pacific states which had 16.4% in 1941; 16.4% in South Atlantic states, compared with 18.3% in 1941; 16.1% in East North Central states (Wis., Ill., Mich., Ind., Ohio) compared with 19.3% before the war.

Other 1946 figures were 14.2% in Middle Atlantic states which accounted for 17% in 1941; 12.8% in West South Central (Tex., Okla., Ark., La.) which had accounted for only 8.6% prewar; 7.4% in West North Central compared with 6.3% in 1941; 4.4% in the Mountain area compared with 3.1% in '41; 3.8% in New England, compared with 5.7%, and 4.7% in the East South Central states (Ky., Tenn., Miss., Ala.) compared with 5.3%.

16 Newspapers Order Federal FM Equipment

Federal Telephone & Radio Corporation, Newark, has announced the names of 16 newspapers which will have frequency modulation stations on the air by early next year using federal "packaged" FM transmitter units. Several already are on the air.

The 16 are: Daily Telegraph Printing Company, Bluefield, W. Va.; Bradford Publications, Bradford, Pa.; *Buffalo Evening News*; Truth Publishing Company, Elkhart, Ind.; *Southwest Times Record*, Fort Smith, Ark.; *Globe & News Herald*, Joplin, Mo.; *Daily Journal*, Kankakee, Ill.; *Milwaukee Journal; Newark Evening News; New York Post; Niagara Falls Gazette; Omaha World-Herald; Sun Democrat*, Paducah, Ky.; *Eagle* and *Times*, Reading, Pa.; *South Bend Tribune*; and *Daily Times*, Watertown, N. Y.

NAVS to Meet in Feb.

The National Association of Variety Stores, Inc., Chicago, will hold its third NAVS merchandise fair, convention and sales conference in Chicago, Feb. 3-6 at the Hotel Continental.

Rockmore Opens Agency

Milton M. Rockmore, president of Surety Advertising Company, New York, before entering the armed forces, has established a new agency, the Rockmore Company, at 37 W. 57th St., New York.

Elo Appoints Kiernan

Elo Developing Company, consulting engineer to inventors, has appointed Frank Kiernan & Co., New York, as its agency.

Fox Head Names Agency

Fox Head Brewing Company, Waukesha, Wis., brewer, has appointed Reincke, Meyer & Finn, Chicago, to handle its advertising.

TELEPHONE STATE 5977

PHOTO BLOW-UPS MADE FROM ANY COPY FOR:

- ADVERTISING DISPLAYS
- DECORATIVE WALL MURALS
- EDUCATIONAL PURPOSES

GIANT PRINTS

RAPID COPY SERVICE

123 N. WACKER DRIVE • CHICAGO 6, ILLINOIS

COSTS NO MORE

Don't Be Satisfied with Ordinary Wasteful DISPLAYS

SPEARHEAD YOUR DISTRIBUTION PROMOTION PLANS WITH LEADERSHIP AT "POINT OF SALE"

May We Suggest . . .

Now is the time to employ our counsel and services to insure best acceptance, maximum use, consistent results . . .

We are a Display Agency and cooperate fully with your advertising agency to "Pipe-in" the force of national advertising.

FREE

36 Pages . . . 420 Pictures . . . an Exhibit of Performance . . . Write for a copy of it Today on your business letterhead.

Interview with Principals • No Obligation

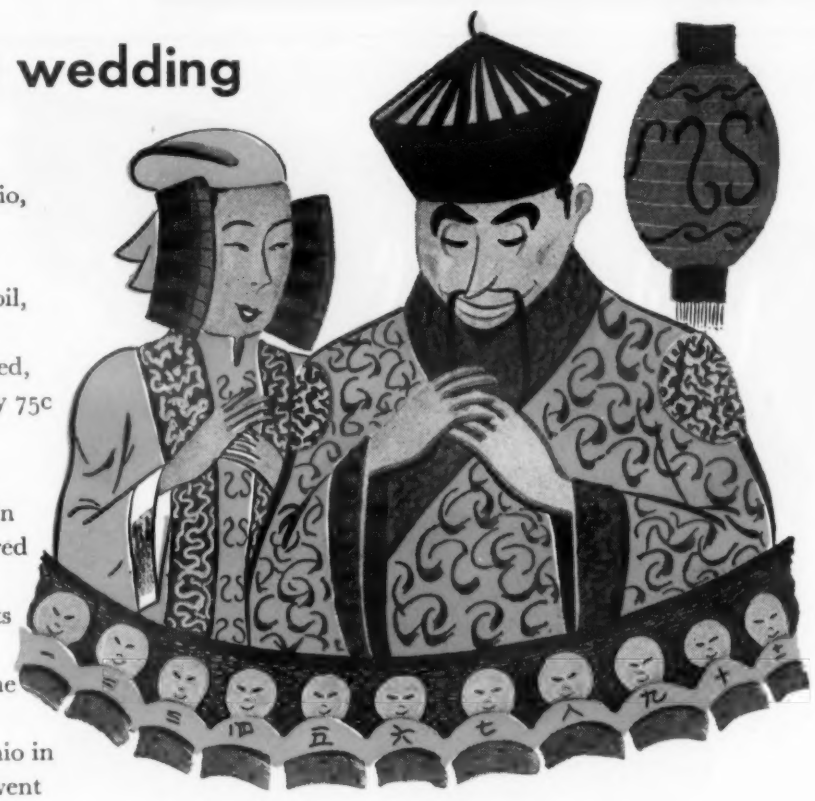
AMERICA'S LARGEST ORGANIZATION SPECIALIZING IN MERCHANDISE PRESENTATION

W. L. STENSGAARD AND ASSOCIATES, INC.

315 N. JUSTINE STREET • CHICAGO 7, ILL.

Mandarin-Manchu wedding

OR Class will tell!



Last spring, Bill Oetzel of Erie County, Ohio, harvested 220 bu. of soybeans from six acres, average yield 37 bu. per acre.

On the adjoining farm and same type of soil, eight acres grew 200 bu., 25 bu. per acre.

Oetzel's 50% extra yield came from certified, blue badge Lincoln soybean seed that cost only 75c more per bushel.

Years of prodigious effort, thought and skill precede certified seed . . . The Lincoln bean began with the cross of the white-flowered Mandarin and Manchu varieties at Illinois Experimental Station in 1934. The best plants were tested at the U.S. Soybean Laboratory in 1936. Tests in '38 and '39 finally evolved the winning cross L6-685.

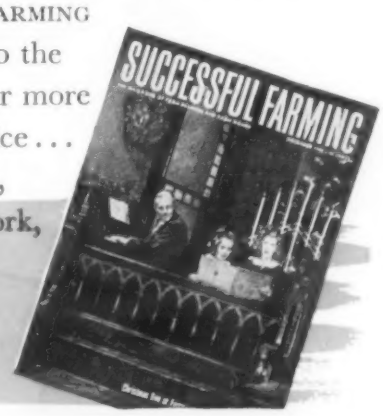
A precious pound of L6-685 planted in Ohio in 1941 yielded 23 lbs. of seed, of which 9 lbs. went back to Illinois. The other 14 lbs., hand-sown on 3.5 acres, in 1942, produced 2,747 lbs. . . . increased by ten selected growers in 1943 to 2,803 bushels! Replanted in 1944 in 52 of Ohio's 88 counties, the yield (plus that from other states) made available to any farmer the blue-badged certified seed of amazingly increased productivity.

Seed Certification . . . carried on in 40 states and Canada, on corn, oats, wheat, barley, timothy, clover, some 800 varieties and hybrids . . . is profit news to progressive farmers . . . interesting reading for anybody . . . See "Good Seed Is Free" . . . in SUCCESSFUL FARMING for December, on page 22.

Corn came first . . . From 1930 to 1935, about 98% of Iowa corn came from chance kernels, open-pollinated. But in 1940-1945, about 98% came from selected hybrid seed—and yield averaged 58.2 bu. per acre, against 38.5 bu. for the earlier period. Estimate for 1946 is 70 bu. per acre! . . . Read "Your Corn Has Come A Long Way" on page 28.

Even eggs! . . . Eleven years ago, a Purdue U. prof every two weeks bought a dozen eggs from Main Street groceries in three largest Indiana cities, found *every store sold some bad eggs at some time* . . . Today inspectors call on as many as 30 stores without finding a single aged egg! . . . Read "Where Fresh Eggs Are Winning Markets". . . page 26.

Also . . . "Do You Want Government Subsidies?" . . . "Highest Profit Per Cow" . . . "Brome Must Have Good Management" . . . "What's New in Farming" . . . other authoritative articles on research results, field-tested methods, new machinery increase profits for the 1,100,000 plus SF subscribers . . . The nation's best farmers in the thirteen Heart States plus Pennsylvania and New York . . . farmers with the largest cash incomes, highest yields, greatest property investments, make SUCCESSFUL FARMING today's best entree to the best class market! For more facts call any SF office . . . SUCCESSFUL FARMING, Des Moines, New York, Chicago, Detroit, Cleveland, Atlanta, San Francisco, Los Angeles.



Names Fader Agency

Ridgefield Chemical Products Company, Ridgefield, N. J., manufacturer of RC soot remover, boiler compound, and water conditioner for home and industrial use and RC Dry-Wash hand cleanser, has appointed the Franklin Fader Company, Newark, to handle forthcoming magazine, newspaper and direct mail campaigns.

Ekco Promotes Long

Don Long, merchandiser of Ekco Products Company, Chicago, has been promoted to assistant to the president, Lee B. Thomas. Mr. Long will work on the development of new products.

'Saturday Review' Coupon Sells $100 Life Subscription

Says Reader Should Pay More of Its Publishing Costs

NEW YORK—The *Saturday Review of Literature*, in a preferred-position ad in the *New York Times* last week, became perhaps the "first magazine publisher to attach a coupon that can be clipped by a person who is ready to write out a $100 check."

The coupon offers *SRL* for life, at $100.

The magazine is using this copy, according to J. R. Cominsky, executive vice-president, "as much for advertising promotion reasons as for circulation building. It bears out our conviction that a person must care about the magazine he reads and be prepared to pay a real price for it" if its readership "is to be worth the advertiser's investment."

Quotes Eastman Letter

Mr. Cominsky quoted from a letter issued by the Eastman Research Organization, New York, on Nov. 25:

"Anyone in the business knows, or ought to know, that circulations—of almost any type of periodical that is supported by advertising—are seldom as indicative of consumer demand as are the sales figures of almost any other manufactured product. Circulations are often built to order, or to meet competitive conditions, almost regardless of cost or profit. If any other business were sold in the same way, the producer would soon go out of business."

The Eastman organization cited several reasons why, "in these times of increasing costs," publishers are reluctant to increase subscription or single copy prices:

"The first is competitive. No publisher dares to monkey with his circulation setup unless he is sure his competitor will follow suit—pronto.

Would Rate Go Down?

"Second, if such a move were to result in decreased (but more stabilized) circulation, he can't conceive of the advertiser paying him the same rate.

"Third, maybe, is the sickening thought that if he got what the magazine was worth, or somewhere near it, and the circulation fell off, it would be a tacit confession that the previous circulation included a lot of people who weren't willing to pay the freight."

If publishers were to let higher subscription and newsstand prices provide a larger part of their revenue, Eastman concluded, "the advertiser would probably be getting a lot more for his dollar, not in copies printed, perhaps, but in copies read."

CONTRACT BY VIDEO—On the television screen are Allen B. DuMont, left, president of DuMont Laboratories, and Win Case, Campbell-Ewald's vice-president in charge of television, signing a video contract by television between DuMont and Chevrolet Motor division (AA, Dec. 2). Enjoying the unusual proceeding are, left to right: H. G. Little, executive vice-president of Campbell-Ewald, Detroit, the Chevrolet agency; C. J. French, Chevrolet ad manager; Nicholas Dreystadt, GM vice-president, and T. H. Keating, general sales manager.

Lenby Agency Moves

Sidney K. Lenby Advertising, Chicago, has moved its office to larger quarters in the same building at 168 N. Michigan Ave. W. W. Lipsey has been appointed account executive of the agency and Arthur A. Kohn has been named radio director.

✱ . . . a completely integrated photographic service for the production of sound motion picture films . . . for industry and education.

Recording studio, editing, animation, and laboratory facilities . . . for other film producers and photographic departments of other industries.

Superior 16mm. duplicates with or without optical effects . . . black and white or full color. Write for further information.

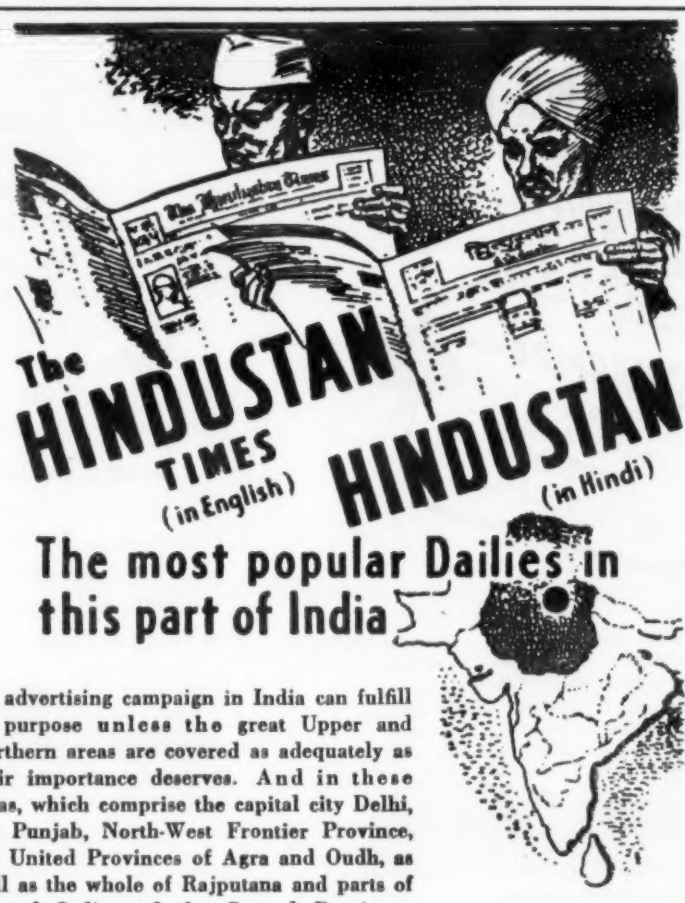
- *Sound Stage of 8,000 Sq. Feet*
- *Recording Studio with Seven Channels*
- *Lab Capacity of 112,000 16mm. feet per day*
- *Producing films by the 16mm. method for 15 years*

Especially equipped to make...

Large quantities of prints!
Color Prints with Optical Effects!

THE CALVIN COMPANY

1105 EAST 15TH STREET, KANSAS CITY 6, MISSOURI



The most popular Dailies in this part of India

No advertising campaign in India can fulfill its purpose unless the great Upper and Northern areas are covered as adequately as their importance deserves. And in these areas, which comprise the capital city Delhi, the Punjab, North-West Frontier Province, the United Provinces of Agra and Oudh, as well as the whole of Rajputana and parts of Central India and the Central Provinces, The *Hindustan Times* (in English) and its counterpart *Hindustan* (in Hindi) are widely read by the middle and upper classes. Their strong Nationalist policy, up-to-the-minute news service and high standard of production make a ready appeal to a public with a substantial and increasing potential for the purchase of advertised goods.

Note: Hindi is the most widely spoken language in Upper, Central and Northern India. Hindustan is published in Hindi, and is by far the most popular Hindi daily in India.

Rates, specimens and full particulars from:

THE HINDUSTAN TIMES, LTD.
2/3, SALISBURY COURT, FLEET STREET, LONDON. E. C. 4.
Cables—Hintimes London

Heimann Calls Price Resistance National Asset

CHICAGO — Consumer resistance to higher prices "is one of the best assets we have as we move into the new year," Henry H. Heimann, executive manager of the National Association of Credit Men, declared here in an inventory statement of the nation's assets and liabilities.

Mr. Heimann's list of liabilities, although assertedly overbalancing the assets listings, included the following rather forbidding series: Global chaos, low productivity, a low standard of ethics, people who believe in "something for nothing," a definitely higher rate of business failures, an "easy-money policy," inflation of stock and real estate prices, government expediency policies, sectional rather than national attitudes, and "the decline in spiritual values."

Lists U. S. Assets

Against these, Mr. Heimann listed assets of high capacity for products, enormous productive capacity, excellent national credit, a return of high-quality statesmanship, new confidence in national abilities, agricultural well-being, and a sense of awareness on the part of working men that union leaders must be responsive to the desires of their union members.

Labor union members in the U. S. have reacted to the recent strike wave and are inclined to force their leaders to account for work stoppages, Mr. Heimann declared. He predicted an improvement in labor-management relationships in 1947, partly because union members more fully recognize the drawbacks of strikes and partly because management realizes the mistakes it has made in past negotiations.

AMA Appoints Judges for Marketing Awards

The American Marketing Association, in cooperation with the Association of National Advertisers, the American Association of Advertising Agencies, and the Federation of Sales Executives, has appointed the following board of judges of the 1946 National American Marketing Awards for leadership in marketing: H. A. Richmond, Metropolitan Life Insurance Company, chairman; Paul Ellison, Sylvania Electric Company, to represent advertisers; D. E. Robinson. LaRoche & Ellis, for Four A's; Ralph Rindfusz, Fact Finders, sales executives; Raymond Robinson, Crowell-Collier Publishing Company, media.

Also Archibald Crossley, Crossley, Inc., past presidents of the AMA; Franklin Cawl, Kudner Agency, AMA nationally; Prof. Robert Love, City College School of Business, marketing teachers, and George Howard Allen, president of the American Marketing Association in New York, to represent the association.

Silex Promotes Newman

Charles H. Newman, vice-president of Hartford Products Corporation, a Silex subsidiary, since leaving the Navy last February, has also been appointed vice-president of the Silex Company, Hartford. He succeeds Wesley R. Becher, who has resigned. Mr. Newman joined Silex in 1937 as a salesman, covering successively the St. Louis, Detroit and Chicago areas, and became western sales manager in 1941. In April, 1942, he was appointed sales manager for Silex.

Jordanoff Names Skellie

The Jordanoff Corporation, New York, aviation and electronics, has appointed B. N. Skellie to take charge of the industrial motion picture and slide film division. Before entering the Coast Guard in April, 1942, Mr. Skellie wrote and directed commercial films for Willard Pictures, New York. He was released from active duty last March.

K-C-S PRODUCED

IDENTIFICATION PLACQUE

• Even the most exclusive stores will feature colorful, quality display pieces like this large, impressive Fashion Park identification placque. Ideal for window or floor display. Size 18½"x28". Sturdily constructed of highly embossed thermoplastic mounted on Masonite. Beautifully hand-sprayed in ten colors.

K C S

K-C-S also offers a complete line of outstanding dealer and point-of-sale displays in thermoplastic, wood and molded plastic — all created and produced under one roof. Your inquiry is invited.

KIRBY-COGESHALL-STEINAU CO.
JACKSON at CLYBOURN STS. • MILWAUKEE 2, WIS.

THE MOST MODERN AND COMPLETE FACILITIES WEST OF THE ROCKIES

ELECTROS
NICKLETYPES
STEREOTYPES
MATS
PLASTIC AND
RUBBER PLATES

PRECISION ELECTROTYPE COMPANY

1045 SANSOME STREET
SAN FRANCISCO II, CALIFORNIA
PHONE GARFIELD 0680

3 PIONEERS UNITE
and the result is
a "New" WGR
IN BUFFALO

WGR's Chairman of the Board is Leo J. ("Fitz") Fitzpatrick, prominent in radio since 1921. Until recently one of principal owners of WJR, Detroit and WGAR, Cleveland.

WGR's President and General Manager is I. R. ("Ike") Lounsberry, who also started his radio career in pre-broadcast days. Until recently Executive Vice President and General Manager of the Buffalo Broadcasting Corporation (WGR-WKBW). He is Chairman of CBS Affiliated Advisory Board.

WGR, Buffalo's pioneer station. Licensed 1922. Formerly owned by Buffalo Broadcasting Corp. Columbia Broadcasting System's basic outlet.

THERE'S a *"new"* WGR in Buffalo today.

The call letters are old—the oldest in Buffalo. But there's a new ownership with young vigorous ideas—and with the financial strength and radio "know how" to go ahead with them *fast!*

The new WGR Broadcasting Corporation brings together two of the most successful management pioneers in the business—Leo J. Fitzpatrick of Detroit and I. R. Lounsberry of Buffalo.

To start with, they have the station with upstate New York's greatest daytime coverage—and a night-time pattern that completely blankets the trading area encompassed by the eight richest western New York counties—plus five counties in Pennsylvania—plus the Hamilton-Toronto district of Canada.

They have: experience . . . capital . . . an excellent station . . . the rich program service of the Columbia Broadcasting System . . . and an experienced local production organization with an enviable reputation.

These men know showmanship. They know what advertisers want . . . what the public wants . . . Yes—and what the FCC wants. They know *radio!*

WGR 550 k c Broadcasting Corporation
RAND BUILDING, BUFFALO 3, N. Y.
National Representatives: Free & Peters, Inc.

Fair Trade Group Believes Price Tests Are Legal

But Issue Debated as Associations Argue Multi-Price Provisions

NEW YORK — The confusion among fair traders here as to price-testing and its effect on statewide contracts still persists, with both sides in the controversy certain theirs is the correct interpretation.

Said I. W. Digges, attorney for the American Fair Trade Council and a lawyer whose clients number many media and advertising associations: The New York law was laid down in the case of Calvert Distillers Corporation vs. Nussbaum (second New York supplement, Page 325) in which the court held that "to invoke the fair trade act it is unnecessary that agreements must be made with all" retailers but that "it is necessary that prices be uniform in one competitive area."

Does this mean that there can be several fair trade prices in a single state, provided there is no duplication in "one competitive area"? Mr. Digges believes it does. As for the testing provisions of the act, he points out that numerous fair trade contracts permit manufacturers to vary prices for promotional purposes, and that in trades where annual sales are standard practice ("white sales" of textile goods), contracts customarily permit the retailer to cut his fair trade price for that period.

Supported by Leslie

Dr. Gary Leslie, executive secretary of the council, agrees with Mr. Digges that more than one price can be legal under fair trade law, and Dr. Leslie illustrates with examples of cosmetics which use two different price levels in contracts, i.e., calling for a price of $1 except for a special sales period in which the price may be dropped to 79 cents.

The discussion at a recent council forum was touched off by John E. McKay, of Batten, Barton, Durstine & Osborn. After the session, Mr. McKay was shown the contract of Atkins & Durbrow, an animal products manufacturer. The fair trade contract for Driconure, a fertilizer, provides one price for New York east of Buffalo, and another price for New York west of Buffalo.

The other side of the discussion centers in the New York State Pharmaceutical Association, whose business manager and secretary, Nicholas S. Gesoalde, told AA positively that there is no interpretation possible which will permit varying prices under fair trade contracts. Further, he insisted, contracts are statewide and may not be breached by the manufacturer in any single market without impairing his other contracts. Mr. Gesoalde also points out that under New York law "one or more" contracts, together with notice to the trade, is sufficient to establish fair trade ceilings in the state.

County Court Alters View

However, the supreme court of New York County last spring altered this view slightly. In the case of Revlon Products, Inc., vs. Reiter and ano., Justice Church denied the plaintiff an injunction, declaring "the plaintiff in support of its application has produced only one 'fair trade' contract, and that contract was made in Middletown, N. Y., in January, 1945."

The court further found that the plaintiff "states in his affidavit that the contract is a copy of one of the plaintiff's fair trade agreements, and possibly implies that such agreements are in force in New York City, but no contract is in effect in this city, and no contract at any place in the state prior to OPA regulations has been submitted . . . (he) . . . avoids stating when it instituted any other fair trade contract than the Middletown contract and in what manner notice, if any, was given to the trade in general . . . there is a sharp issue of fact as to whether the plaintiff is in open, free and fair competition."

As for the specific question of a price test with a fair traded product, a spokesman for the council told AA that there is no doubt of its legality in New York, provided that the manufacturer gives the trade adequate advance notice of the test, and so long as the manufacturer confines the reduced price to a single test area for a reasonable period.

Council Expands Rapidly

This discussion served as a smokescreen in front of two startling developments in marketing (1) that the number of fair traders is growing by leaps and bounds (the American Fair Trade Council has more than doubled its membership, and estimates that some 800 companies are now engaged in fair trade), and (2) the body of opposition to fair trade is growing more vocal, led by newspapers and by retailers.

Fair trade has come in for harsh words from the *Washington News*, *Wall Street Journal* and *New York World-Telegram*. Writing in the last-named paper, Lawrence Fertig —who doubles in brass as head of Lawrence Fertig & Co., New York agency — said: "Political pressure finally became so great that Congress finally passed the Tydings-Miller bill which specifically exempted such agreements (fair trade contracts) from prosecution under the federal anti-trust laws. In effect, Congress said that while price agreements among producers which forced consumers to pay higher prices were illegal, price agreements between a producer and a retailer which had the identical effect were not illegal. . . We ought to take a good look at all the laws now on our statute books which weaken private capitalism by giving special privilege to any group. Price-fixing or 'fair trade laws' should bear special scrutiny."

McGillvra Adds WGNI

Station WGNI, Wilmington, N. C., has appointed Joseph Hershey McGillvra, Inc., as its national representative.

GIBBONS KNOWS CANADA
ADVERTISING J. J. GIBBONS LTD. MERCHANDISING
200 BAY STREET - TORONTO
TORONTO, MONTREAL, WINNIPEG, REGINA, CALGARY, EDMONTON, VANCOUVER

For 68 years, the story of America's commercial and industrial pioneering has been carried to the world by *American Exporter*. In January 1946, *American Exporter-Industrial* made its bow—the logical development of a six-year-old editorial feature that had acquired an importance of its own.

Today, the older publication carries the advertising of 565 U.S. firms—to foreign distributors, dealers and consumers interested exclusively in commercial products. The great majority of these advertisers have used American Exporter for more than ten years. 293 U.S. firms are advertising in American Exporter-Industrial — to foreign manufacturing and processing concerns, and to firms handling industrial lines abroad. A total of more than 850 different firms are advertising in the English and Spanish Editions of one or both publications.

These advertisers of commercial and industrial goods and services know that their sales abroad counterbalance their domestic sales; the business cycles of the various world markets do not coincide.

The circulation methods of these two publications are based upon policies developed, over many years, for the express purpose of supporting the sales work of their advertisers. The books go only to those firms representing either desirable connections for exporters or important customers for their local distributors. In addition, the circulation is always more concentrated in the areas where trade is currently more active.

AMERICAN EXPORTER
ESTABLISHED 1877
AND AMERICAN EXPORTER-INDUSTRIAL
Johnston Export Publishing Company
386 Fourth Avenue New York 16, N.Y.
PHILADELPHIA CLEVELAND CHICAGO ST. LOUIS SAN FRANCISCO LOS ANGELES

STAR STUFF

. . . from your magic mind. To which we added Bobby's brawn and brain work—tons of paper—pounds and pounds of ink. Result! New gadgets publicized—everyday things glamorized with telling words and tempting pictures to cheer the eyes of gift starved Christmas shoppers. Your planning—Bobby's push—have helped to take some of the "Heck" from the hectic Christmas rush.

FOR CLARITY, COLOR AND CONSISTENT QUALITY
HAYNES LITHOGRAPH COMPANY, INC.
1140 East-West Highway Silver Spring, Maryland

Sterel
Revolutionary New Way to Use DOUBLE-ACTION GERMICIDES for Air and Surfaces
Death To Active Germs . . . Health for the Family
Sterel

INTRODUCTION—Airosol, Inc., Neodesha, Kan., launched a newspaper campaign for Sterel, its new germicide, with this copy in several major markets (AA, Dec 2). R. J. Potts-Calkins & Holden, Kansas City, Mo., is the agency.

WFIL in Ad Deal With Magazine

PHILADELPHIA—A novel advertising agreement conceived by Roger W. Clipp, general manager of WFIL, Philadelphia, has been made between the station and *Philadelphia*, official organ of the Philadelphia Chamber of Commerce and Board of Trade.

The magazine, a *Life*-size monthly of general circulation, will print a four-page center insert promoting WFIL in each issue during the next 12 months and will run off 1,000 additional copies for distribution to WFIL's mailing list of clients, advertisers, agencies and the radio trade.

Joseph W. Simpson, advertising manager of the magazine, said similar agreements may be concluded with various Philadelphia industries—a plan which he predicted may increase *Philadelphia's* present circulation of 11,000 to as much as 50,000.

Calendars to Dealers Tell of Ad Schedules

The packaged products division of Fisher Flouring Mills Company, Seattle, is using monthly calendars to inform dealers of week-by-week advertising plans and thereby stimulate dealer tie-in ads. The calendars indicate Fisher products to be promoted each week in newspapers, magazines, and Fisher's ABC commentator program, and products used in recipes distributed to newspapers through "Mixing Bowl Magic." Pacific National Advertising Agency, Seattle, is the agency.

Gibbons Boosts Johnston

A. Bruce Johnston has been promoted to manager of the Winnipeg office of J. J. Gibbons Ltd., succeeding E. G. Macpherson, who is opening a Winnipeg branch for Stewart-Lovick.

"IBCing you" . . . in INDIANAPOLIS

See what BMB did to US!

Fifty-three counties daytime . . . thirty-nine counties nighttime. That's more than we would have claimed—so imagine our surprise! But it was no surprise when BMB confirmed our claims—based on mail counts—for INTENSIVE listening coverage in that compact group of counties comprising *the Indianapolis market.* Ask your John Blair Man. . . . HE knows.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WIBC
1070 KC
5000 WATTS
BASIC MUTUAL

THE INDIANAPOLIS NEWS STATION

Mama O'Toole and Mrs. Gotrocks
Both Wear Mink These Days!

. . . but only Outdoor Advertising Reaches Them Both!

You must have OUTDOOR advertising to clinch your full share of today's multi-billion-dollar wage-earner sales! It's the *only* single medium that gives you complete coverage of this tremendous market!

They're your number one prospects for everything from apples to autos. And OUTDOOR is your number one sales aid for getting them to buy from YOU—the *only* single medium that reaches *all* of America's great spending power!

Today's Wealth is Homogenized!

Yes, our present huge 175-billion national income is homogenized—spread throughout 91.5% of America's families!

A far cry from pre-war 1940, when our total income of less than half of today's was controlled for the most part by only 25% of the families!

You can't afford *not* to get your message over to the O'Tooles, the Puccinellis, and the Zawackis!

General Outdoor Advertising Co.

YOUR MAJOR MEDIUM IN 55 MAJOR MARKETS

NOW
000 WATTS
930 KC
000 WATTS

IN EASTERN NORTH CAROLINA THE DIALS STAY TUNED TO

WRRF

In every section of the nation there is one station that is recognized as the leader. In Eastern North Carolina, heart of the rich Bright Leaf Tobacco Belt, that station is WRRF.

WRRF is the regional station of a wealthy and growing market of 600,000 population. The WRRF trade area, radiating from its home in Washington, N. C., includes many prosperous small towns surrounded by one of the most fertile agricultural belts in the nation.

Last year's tobacco crop alone brought $175,000,000 into this market. This market is a stable economy soundly based on agriculture. Its increase in buying power is due to higher prices for its premium products and increased yields brought about by scientific farming methods.

If you want to reach this "as good as gold" market . . . invest your advertising dollar in WRRF. Write us today for our new informative booklet.

Affiliated With
ABC NETWORK

TAR HEEL
BROADCASTING SYSTEM
Washington, North Carolina
National Representatives
FORJOE & CO.
New York . Los Angeles . Chicago

Design to Sell, Reinecke Urges Chicago Ad Group

CHICAGO—Better product design to build mass markets for mass production items was strongly urged by J. O. Reinecke, executive vice-president of Barnes & Reinecke, industrial designer, at the Dec. 9 meeting of Chicago Industrial Advertisers Association.

Attractive appearance of any item for sale is far more productive sales-wise, Mr. Reinecke declared, than simply prices which appear to be aimed at bargain seekers. He termed price one of the greatest fallacies of the business world.

Regardless of the product or its size, he said, its design should create desire for at least some of these: amusement or pleasure, comfort, convenience, labor saving, protection and the ability to satisfy vanity. He pointed out that each product faces competition not only from its own industry but from all other items which might draw the buyer's attention.

The job that advertising does to create demand for and to sell any product, is dependent to a large extent on the desirability of the product, which can be made more popular through careful, salable design, he said.

To coordinate design with advertising, Mr. Reinecke suggested that product design committees be set up which would include engineering, sales, advertising and consumer research representation. While many advertising appropriations are based on 5% of sales, design—which also plays a major part in sales—usually costs about 1%, he said.

Appoints Franklin Bruck

Arden Candies, Inc., New York manufacturer of Arden Royals (hard candies), has appointed Franklin Bruck Advertising Corporation, New York.

NY Adclub Reopens Home

The Advertising Club of New York opened its rebuilt, modernized clubhouse at 23 Park Ave. Dec. 18. The club was forced to move to 30 E. 37th St. last summer when the Park Ave. building was damaged by fire in June.

Boosts Radio Repairmen

John Meck Industries, Plymouth, Ind., maker of rádios, will launch a series of half-column copy in the Jan. 4 *Saturday Evening Post* urging radio owners to patronize their local radio repairmen. Meck is also offering dealers' kits to be distributed through jobbers. Fensholt Company, Chicago, is the agency.

Names Moore & Hamm

Mason, Au & Magenheimer Confectionery Mfg. Company has appointed Moore & Hamm, New York, to handle its account, formerly handled by Roy S. Durstine, Inc., effective Jan. 10. Frank Dyson, who handled the account at Durstine, will join Moore & Hamm.

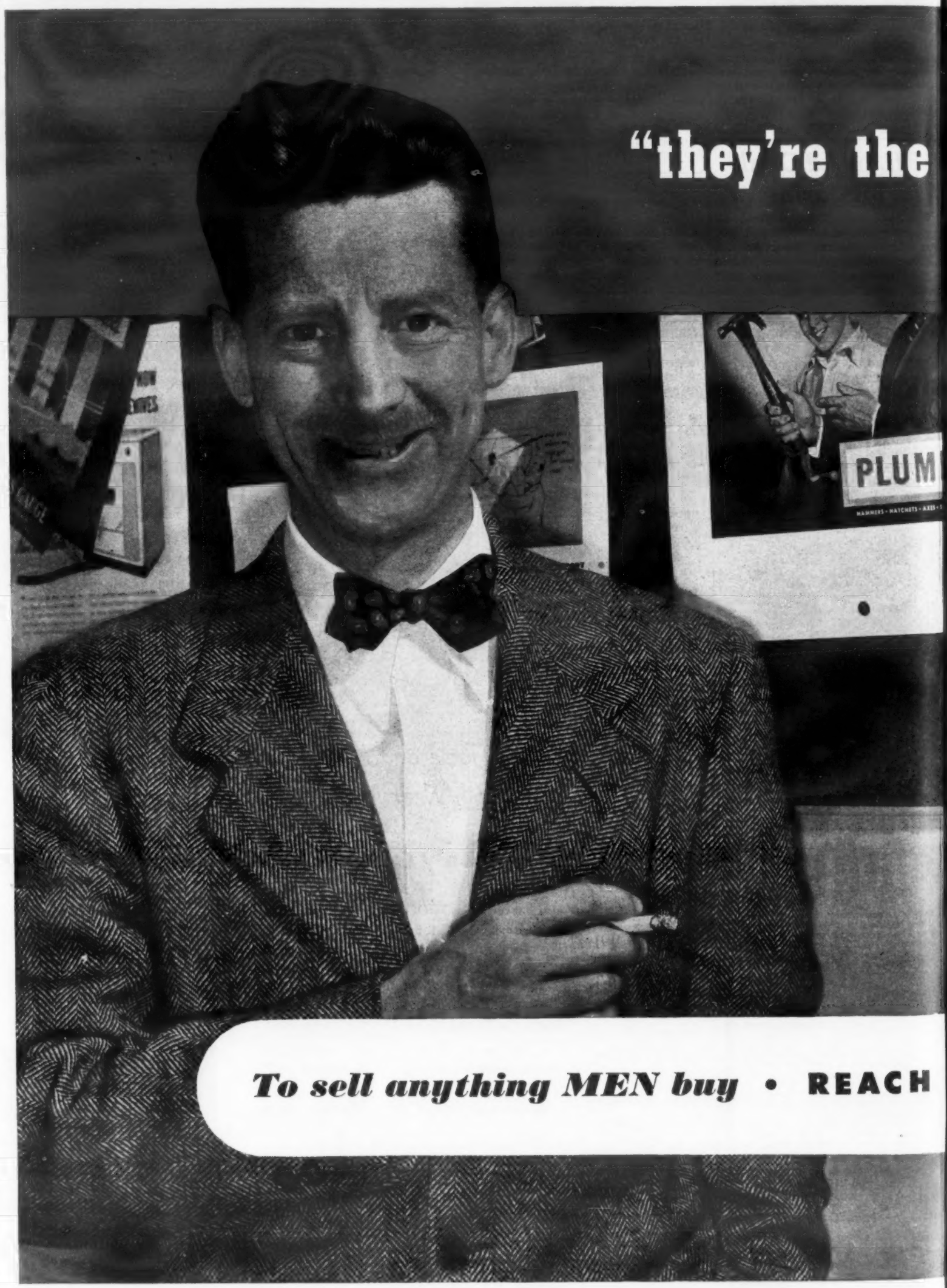
IN BEHALF OF THE CLERGY

In the inevitable shifting of programs that accompanies the expiration of Daylight Saving, KFI's public interest feature—"GRANDPA OWENS READS THE FUNNIES"—moved into the 9:00 to 9:30 a.m. time period on Sundays. After the first couple of broadcasts of the program at the aforementioned hour, a letter came to KFI from a local minister stating that Sunday School attendance had dropped considerably in his church because the children would not leave "GRANDPA OWENS" in time to make it. Immediately upon receipt of the letter, the Station's Manager—W. B. Ryan—ordered the time changed on "GRANDPA OWENS" to 8:30 a.m. Result was an overwhelming response from the clergy throughout the Area, thanking KFI for rectifying the 'Sunday morning incident' so promptly.

LEAVE IT TO JOHN Q. PUBLIC

You'll recall that we told you about KFI's inside car card with the take-one pocket containing the Station's complete log. This promotion has been running since October with no hitches—almost. The only complaint came from the agency that handles all transit line advertising in metropolitan Los Angeles. Seems their switchboard is kept unduly busy telling the inquiring public that just because there is a radio log hand-out in buses and streetcars is no sign that the agency or the Transit Lines are in a position to hand out radio tickets to passengers.

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.



1,000 End Strike, Run 'Return' Ad as Union Splits

MILWAUKEE — The advertising teeter-totter between Allis-Chalmers Mfg. Company and United Auto Workers — CIO, Local 248, was suddenly thrown out of kilter recently when about 1,000 Allis-Chalmers workers not only went back to work but also advertised to urge other strikers to return.

In 500-line copy in the *Milwaukee Journal*, the returning workers pulled no punches, referred to the UAW-CIO local's leaders as Communists who are making the workers "stooges for their false fronts." The workers also declared that they had had several months of "payless paydays" and liked the idea less now than ever before.

While the copy said definitely that it was not "an appeal for other A-C employes to join us in going back to work," it was obvious that the 1,000 who returned on their own accord would welcome any additions in the ranks.

Promotes Imperial

Acousticon International, New York, will introduce "the world's tiniest hearing aid," the Acousticon Imperial in a color page in *Parade* and *This Week* of Jan. 5, through Hirshon - Garfield, Inc. The bulk of the program will be in cooperative advertising in newspapers with the company's 225 dealers. The Imperial weighs five and one-half ounces and is half the length of a "modern fountain pen."

Names Colton Agency

National Foam System, Inc., New York manufacturer of fire fighting equipment, has appointed the Wendell F. Colton Company, New York. Petroleum, chemical, marine and aviation fields will be covered.

crowd 'by whom the new is tried'"

"THERE'S an adage, 'Be not the first by whom the new is tried, nor yet the last to cast the old aside.' I don't like it! You note the word 'tried.' For my money, I'll go whole hog for the inquisitive, experimental type that won't take 'no' for an answer, until it's *tried*. That's why inquisitive and daring minds (remember Edison?) lead the way. They want ideas . . . they're responsive, open-minded . . . the kind of people worth talking to through advertising."

—ROBERT N. D. ARNDT
JOHN FALKNER ARNDT & COMPANY, INC.

★ ★ ★

And that's why it's so profitable, Mr. Arndt, to do your talking through the fact-packed pages of *Popular Mechanics*. Its readers, have the probing, penetrating, "what's-it-all-about?" kind of mind you describe. The "P.M. MIND," we call it. Continuing readership studies show 3½ MILLION of them—all deliberate ad readers . . . all hot prospects for any man-bought product from shoes to shampoo.

THE P.M. MIND
POPULAR MECHANICS

THE
AMERICAN
WEEKLY
Circulation is
8,804,881

P.S. These are the official ABC figures for the 20 distributing units, 6 months ended March 31, 1946.

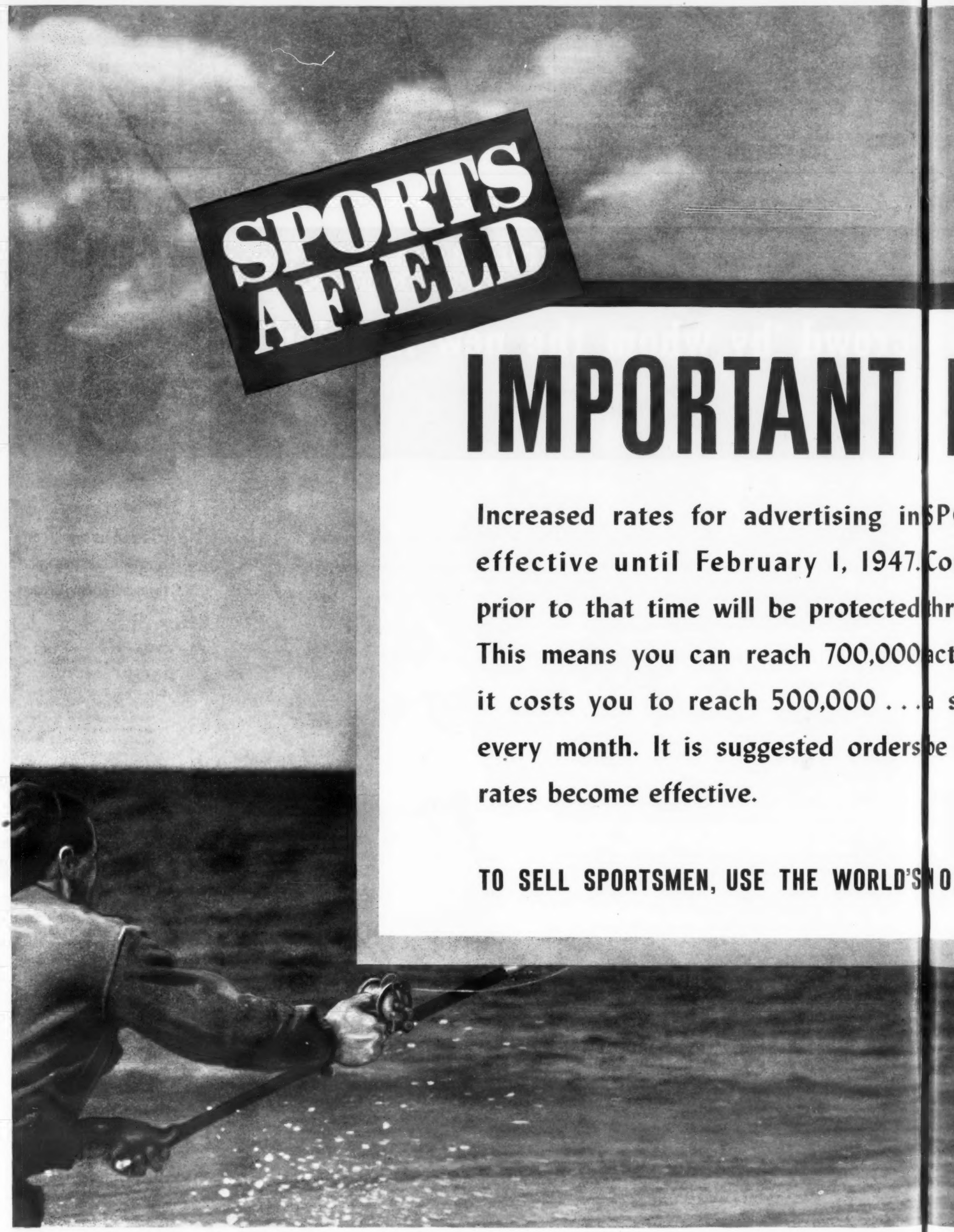
. . . and at the lowest cost per color page per thousand of any leading weekly magazine

"We just can't help waving a banner when we can show you figures like these . . ."

- *The American Weekly* provides effective coverage in more communities *of every size* than any other publication ever delivered into American homes.
- *The American Weekly* goes into 20% or more of the homes in each of 3838 communities of 1000 population or more. These places include the 713 key cities where 50% of all retail business is done.
- More than 14,500,000 families live in these communities—over 7,000,000 (nearly 50%) read *The American Weekly*.
- In addition, over 1,000,000 families in places under 1000 population also read this great national magazine.
- This includes men and women in every walk of life, in every income group, in every educational or social class.

For years leading advertisers have called *The American Weekly* the most effective single medium for national advertising . . . and for winning the enthusiastic support of local merchants.

THE AMERICAN WEEKLY
"The Nation's Reading Habit"
MAIN OFFICE:
959 Eighth Avenue, New York 19, N. Y.



IMPORTANT

Increased rates for advertising in SP
effective until February 1, 1947. Co
prior to that time will be protected thr
This means you can reach 700,000 act
it costs you to reach 500,000 . . . a s
every month. It is suggested orders be
rates become effective.

TO SELL SPORTSMEN, USE THE WORLD'S NO.

NOTICE !

in SPORTS AFIELD do not become
47. Consequently, all orders received
ed through the September, 1947 issue.
00 active sportsmen at the same rate
. . a substantial bonus of 200,000
ers be sent in before the date increased

D'S NO. 1 SPORTSMEN'S MAGAZINE!

Beauty Dispenser Test Sales Boom

PITTSBURGH—Test sales now being conducted in this area for Dainty Beauty Dispenser, made by C.L.S. Products Corporation, have reached such volume that there is strong indication the product will be marketed on an almost national basis beginning shortly after Jan. 1.

Made of plastic, the dispenser is used for hand creams, cold creams, etc., by women, and for shaving creams by men. It was invented by Harry Warr, cosmetic salesman.

Through F. A. Ensign Advertising Agency, the manufacturer boosted the new dispenser with copy in Pittsburgh newspapers, direct mail to distributors, counter cards and publicity over Station KDKA's Home Forum. Promotional material is expected to break in the Washington, D. C., area by Christmas.

White Appointed

Kenneth C. White, sales promotion manager of the Owens-Illinois Glass Company, Toledo, since August, has been appointed chairman of the public relations committee of the Packaging Institute, Inc., New York.

Hotel Places Color Ad

Kirkeby Hotels, New York, has scheduled what it believes to be the first four-color, full-page ad "that the current generation of advertising people can remember" for Hotel Nacional de Cuba, Havana. Copy, which reproduces a water color by Vernon Howe Bailey, will appear in January in *Fortune*, "Grace Line," *New Horizons, Social Spectator, The New Yorker* and *Time*. J. M. Hickerson, Inc., New York, is the agency.

Expands Trailer Series

Higgins, Inc., New Orleans, through Bauerlein Advertising Agency, has expanded advertising for its camp trailer, using two-color page copy in *Newsweek* and *The Saturday Evening Post*, a two-color half page in *Holiday* and two-color, two-thirds page copy in *Field and Stream, Hunting and Fishing, Outdoor Life* and *Sports Afield*.

Skasol Names Ridgway

Ridgway Company, St. Louis, has been named to handle the advertising of Skasol Corporation, St. Louis. Business papers will be used to advertise Nu-Coil, a refrigeration and heating coil cleaner.

Chicago Defender
IN EXCESS OF 200,000 ABC MEMBERSHIP
Lowest milline rate—lowest cost per inquiry in this highly responsive field
GEORGE T. HOPEWELL, EASTERN REPRESENTATIVE • 101 PARK AVENUE, NEW YORK

FLIGHT TALK—Thomas H. Beck, president, Crowell-Collier Publishing Co., left, discusses aviation and maybe advertising with Mr. and Mrs. Allen Billingsley, at the Crowell-Collier party at the National Air Show in Cleveland. Mr. Billingsley is president of the Fuller & Smith & Ross advertising agency.

State Outdoor Ad Authority Will Banish Offenders

SPRINGFIELD, MASS.—The newly-created Massachusetts Outdoor Advertising Authority, which held a public hearing here recently, has committed itself "to get rid of every illegal sign under its jurisdiction on the Massachusetts highways," according to Chairman William J. Wallace.

At the hearing, Joseph A. Mitchell, legal representative of the Massachusetts Outdoor Advertising Association, outlined a 10-point program setting up limitations on panel posters, which would ban them from scenic highways and in open country. He said, however, that such limitations would be applied only to new posters, and not to those already erected and licensed.

Mr. Mitchell proposed a sliding fee for outdoor operators, ranging from $50 to $200, instead of the present flat license charge of $50. The fee would be based on the number of boards owned by the operator. Again, he said, this would apply to new boards, with present ones continuing on the $50 flat rate.

Haydn Mason, public relations director of the Berkshire Hills Conference, said outdoor advertising is important to marketing programs, but that self-policing by the industry had failed "because there's nothing so beautiful to a billboard man as a billboard."

Radio-in-Every-Room Campaign Planned

Directors of the Radio Manufacturers Association, meeting in New York, approved plans for an unprecedented, $50,000 industry-wide merchandising and promotion drive early next year in support of a "Radio in Every Room" campaign. "Several million dollars" worth of advertising is expected to be scheduled by individual manufacturers to plug the campaign theme.

R. C. Cosgrove, RMA president, predicted that 90% of the "better" sets and nearly 25% of the total sets produced in 1947 will include frequency modulation. He also estimated that 320,000 to 360,000 television sets would be turned out next year. He believed eight or nine different makes would be on the market by April.

Newspaper Admen Elect

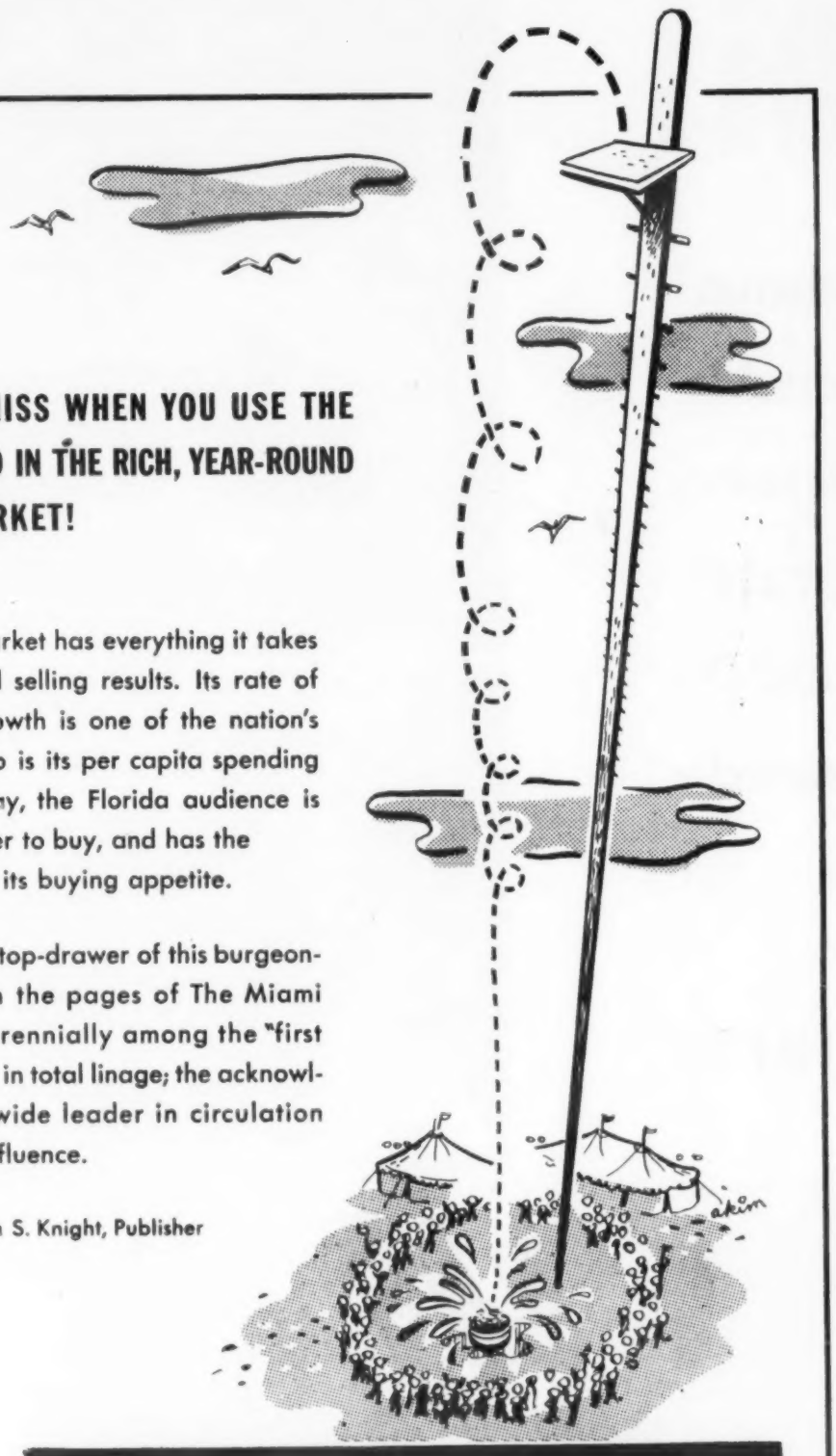
Walter B. Kirkes, advertising manager of the *Times*, San Mateo, Cal., has been elected president of the California Newspaper Advertising Manager's Association (northern branch). Other officers appointed are: David Newsom, *Courier-Journal*, Walnut Creek, vice-president; Robert J. Aitken, *Mercury-Herald*, San Jose, secretary, and Ems McClung, *South San Francisco Enterprise*, treasurer.

YOU CAN'T MISS WHEN YOU USE THE MIAMI HERALD IN THE RICH, YEAR-ROUND FLORIDA MARKET!

The Florida market has everything it takes for year-round selling results. Its rate of permanent growth is one of the nation's highest, and so is its per capita spending capacity. Today, the Florida audience is alert and eager to buy, and has the cash to match its buying appetite.

You reach the top-drawer of this burgeoning market in the pages of The Miami Herald . . . perennially among the "first ten" nationally in total linage; the acknowledged state-wide leader in circulation and reader influence.

John S. Knight, Publisher



The Miami Herald
STORY, BROOKS & FINLEY, National Representatives

GREATER MIAMI — "AN INTERNATIONAL MARKET"

COLLINS MILLER & HUTCHINGS
PHOTO-ENGRAVERS
207 NORTH MICHIGAN AVENUE
CHICAGO • 1
FRANKLIN 5854

Glass Firm Plans Volume Output of New Mirror Glass

TOLEDO—Waiters need never again bash doors into one another by trying to push from both sides at once, and doorbell ringers can be inspected without seeing the viewer—all through the use of a new transparent mirror.

First volume production of the mirrors, which act as mirrors from one side and as clear glass from the other, has been announced by Libbey-Owens-Ford Glass Company here, through its Liberty Mirror Division, Brackenridge, Pa.

The announcement marks the first peacetime application of what was once a highly secret wartime advance. Key to the transparent mirror's performance is its four ten/millionths of an inch film of chromium alloy which forms the reflecting surface.

Uses of the mirror, according to G. P. MacNichol, vice-president of Libbey-Owens-Ford, include observation windows in clinics and psychiatric wards, security windows in banks, panels between dining rooms and kitchens, and in front doors of homes and shower stalls. The company also suggested that the mirrors will be useful in television production and in advertising displays.

Heads Admiral Sales

Wallace C. Johnson, for the past two years manager of field activities on all Admiral products, has been appointed general sales manager of Admiral Corporation, Chicago, manufacturer of radios, Dual-Temp refrigerators and electric ranges. Before joining Admiral, Mr. Johnson was regional manager of the Army-Navy Electronics Agency in Chicago, and previously was with a distributing organization in Minneapolis and with the distributing unit of RCA.

Vargas Leaves Reynolds

A. J. Vargas has resigned as export sales manager of Reynolds Pen Company, Chicago.

Gas Ass'n Promotes Hall

Clifford E. Hall, who resigned last July as assistant director of public relations for American Home Products Corporation, New York, to join the promotional bureau of the American Gas Association, has been promoted to assistant director of the AGA bureau. Mr. Hall was previously with the *Republican and American*, Waterbury, Conn.; assistant director of public relations for the Connecticut Light & Power Company; a member of the creative staff of Batten, Barton, Durstine & Osborn, New York, and director of press publicity for United China Relief.

NRDGA Adds Contest

The National Retail Dry Goods Association will hold a national contest to pick the best radio programs sponsored by retailers in 1946. The competition, similar to that held by NRDGA for outstanding newspaper ads in recent years, will be judged by a committee of "men prominent in radio and retail circles." The contest is being held in connection with the association's annual meeting Jan. 13-17 in New York.

Higgins Resigns

Fritz Higgins has resigned as director of sales of Doughboy Mills, Inc., New Richmond, Wis., to organize Fritz Higgins & Associates, sales agency, in Milwaukee.

Eberly Appoints Agency

John A. Eberly, Reading, Pa., manufacturer of textile parts and supplies, has appointed Beaumont, Heller & Sperling, Reading, as its agency.

Drug & Cosmetic INDUSTRY

Covers an industry that is not afraid of the future.

Also Publishers of Beauty Fashion

S.R.O.

Chester Times

"BEHIND THE HEADLINES" WITH LOWELL THOMAS COMMENTATOR

THAT—the Chester Times is THE daily newspaper of Delaware County is vividly shown by the hundreds of requests already received for its latest sound film.

THAT—the Chester Times spares no effort in maintaining this feeling is proven by the making of this film, which depicts its production.

Delaware County's Only Daily Newspaper

Chester Times
CHESTER, PA.

ALFRED G. HILL, PUBLISHER
C. L. EANES, GENERAL MANAGER
DON McKAY, LOCAL ADVERTISING MANAGER
Nationally Represented by STORY, BROOKS & FINLEY

THE Direct route to KANSAS FARM PURCHASING POWER

KANSAS IS 4th IN NATIONAL FARM INCOME ($588,486,000) First 8 Months of 1946 (U.S.D.A.)

For advertisers as well as travelers, there is a direct route to Kansas . . . and to Kansas farm purchasing power. KANSAS FARMER is the royal road to sales success in this state that is consistently at the top in national farm income.

Through KANSAS FARMER advertising your sales efforts are directed entirely to this high income farm group with no loss for marginal circulation. Efficiently, economically, KANSAS FARMER carries your message to 123,000 potential customers, all with the power and means to purchase.

Add to this the ready acceptance that eighty years of confidence in KANSAS FARMER'S aggressive leadership in agricultural advancement gives your advertising. That's why KANSAS FARMER is the one direct route to Kansas farm purchasing power.

Key to balanced KANSAS AGRICULTURE

KANSAS FARMER

CAPPER PUBLICATIONS, INC., offices are in New York, Chicago, San Francisco, Kansas City. Home Office: Topeka, Kansas

Jahn & Ollier ENGRAVING CO.
Fine Printing Plates
COLOR PROCESS · HALFTONE · ZINC
817 W. WASHINGTON BLVD.
CHICAGO 7, ILL.
Phone MONROE 7080
OFFICES IN PITTSBURGH AND NEW YORK

Video May Give Itself Black Eye, Agency Declares

NEW YORK—Television may easily give itself a black eye through failure to live up to its advance publicity, and thus find its development in retail markets severely retarded, Grey Advertising Agency warns in the December "Television Grey Matter," its monthly video bulletin.

Grey declares that if 100,000 television sets are actually made and sold by the end of 1946, an estimated 25,000 of these are likely to be installed by inadequately trained servicemen. For each set poorly installed, a dozen potential sales will be killed, it says. It also pointed out that there are barely enough parts to make new sets and that any necessary replacement parts will be difficult to procure. Such difficulty will further hinder the widespread acceptance of television.

Says Many Not Trained

Too few salesmen have been properly trained to sell television sets, Grey declares. The tendency for some salesmen to supply by imagination what they may lack in fact about video will result in considerable back-bite by customers, the agency declares. There is also some question as to the extent of local areas in which television sets can be sold with the assurance that the buyer will be able to receive programs. Too many sets, Grey declares, are apt to draw blanks.

Despite these sales and acceptance hazards, Grey estimates that the nation's first 100,000 television sets will sell rather easily. However, the next 100,000, Grey warns, will require more selling than the industry anticipates. By the time 500,000 television sets are sold, public reaction against television will perhaps become discernible. The result will be, Grey thinks, that distress sets will hang heavily on the market and that prices will be marked down.

Most of this will occur in 1947 if the industry is able to come anywhere near its current production estimates, Grey predicts.

Expect Commercials

Programs which are apparently getting heavy consideration from the industry and from advertisers who are disputing such items as long commercials vs. short commercials, etc., get relatively little comment in the bulletin. Grey feels that there is sufficient acceptance of television programs by the public so that an advertiser need not feel that the shows will lack entertainment. Trouble with commercials, Grey points out, will probably be relatively minor due to the fact that the public expects to get commercials with its shows.

But, says Grey, the public is being educated to expect certain standards through claims which have been made, and further to expect proper servicing. In both aspects, Grey fears, video set producers will fall down enough to dampen the enthusiasm for television—at least temporarily.

HOTEL BARS ARE BACK AGAIN!
"I've waited four long years to write these words to you! During all that time, butter was so short that often big stores only got 2 or 3 pounds of Hotel Bars a week, and often many stores couldn't get any at all. But the few housewives who were lucky enough to get a ¼ lb. of Hotel Bar Butter sure knew they had a treasured prize. So it's just grand to be able to tell you that once more you can get all the Hotel Bar Butter you want in most of the better stores and markets. Isn't that wonderful news?"
A. L.—the Butter man
HOTEL BAR Butter
ARE YOU THE LADY?
The other day I was standing in a supermarket that sells Hotel Bar Butter and some other brands. The ladies were helping themselves and I sure enjoyed seeing quite a few put Hotel Bars in their baskets. But then a well dressed lady picked up each brand—and finally selected something else—NOT Hotel Bar Butter. Well maybe that lady is reading this very paper and so I'm writing her especially to please try Hotel Bar Butter next time. She'll thank me, I'm sure.
A. L.—the Butter man
HOTEL BAR Butter

DAILY IN NEW YORK DAILIES—Frederick F. Lowenfels & Son, for its Hotel Bar sealed-package butter, has begun a campaign to announce the postwar return of the butter in daily ads in six New York newspapers. Each informal message bears the signature of Albert Lowenfels, company president. Al Paul Lefton Co. is the agency.

Kralinator to Poyntz

Kralinator Products Ltd., Preston, Ont., manufacturer of oil filters, has appointed Alfred R. Poyntz Advertising, Toronto, to handle its advertising. New copy will appear in January trade publications.

Servel Ups Newcomb

Harry Newcomb, vice-president and assistant to the president of Servel, Inc., Evansville, Ind., has been promoted to executive vice-president.

Electric Group Offers All-Out Rural Promotion

NEW YORK—Rural electrification promotion, which of necessity had to take a back seat during the war, is getting a thumping big boost from the National Electrical Manufacturers Association with its "Go All-Electric" campaign outlined in a 32-page plan book.

With the mailing of thousands of the large books to utility executives, Rural Electrification Administration cooperative managers, wholesalers, manufacturers and rural editors, the association expects to launch an integrated, individualized campaign by suppliers of electricity and appliances. The entire promotion may run into millions of dollars in advertising, it believes.

The association is offering newspaper mats, indoor and outdoor posters, counter handouts, direct mail pieces, radio scripts, publicity releases, and decalcomanias displaying the "Go All-Electric" symbol.

Bread Firm Starts New Car Card Use

Car cards to which are fastened small fluttering banners, each carrying one letter of the name Freund, are being used in more than 1,000 local street cars and buses to promote sales of Freund's Old Tyme bread, made by Walter Freund Bread Company, St. Louis.

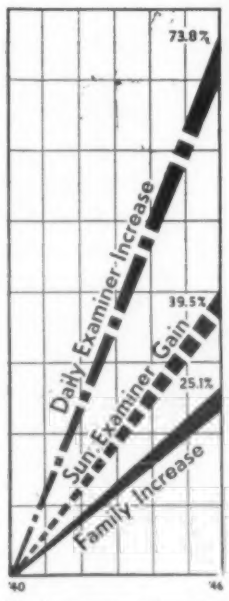
Developed by Henry Freund, the 3 x 3-inch banners are suspended from a line stretched across the car card, and are agitated by air currents and by the motion of the vehicle.

AMERICA'S *MOST* FABULOUS MARKET

It's like a rolling snowball . . . the way business grows in Southern California. People are pouring in by the hundreds of thousands. More people build bigger business. And bigger business brings still more people. So on, ad infinitum. In 1940, retail sales hit $1,874,551,000...in 1945, $3,673,845,000 . . . an increase of 95.98% in 5 years! Here is your fastest growing, most responsive market . . . already third largest in the nation.

LOS ANGELES
EXAMINER

Represented Nationally by Hearst Advertising Service



The Los Angeles Examiner grows faster than its market

Great Big Man in the South . . . !
The GOLDEN BELT Farmer

A GREAT TOBACCO EMPIRE!

This 33 county "Golden Belt of the South" produced 28% of the entire U. S. Tobacco Crop Value for 1945

(U. S. Dept. of Agriculture Statistics)

★

The Raleigh News and Observer is the ONLY Morning and Sunday Daily published in the entire "Golden Belt" region. All-time high ABC circulation, 90,000 PLUS.

The News and Observer
MORNING and SUNDAY
Raleigh, North Carolina

Represented by THE BRANHAM COMPANY

To Break Largest Ad Campaign for Collar Stay-down

CHICAGO—A new 13-week radio show, "Steven Knight, Criminologist," starring Kent Taylor, Hollywood actor, will form the backbone of the 1947 advertising presentation for Spiffy collar stay-down, made by Crest Specialty Company here. It will also use extensive newspaper, magazine and business paper schedules, and the budget for its 1947 campaign will be the largest in the company's history.

As a tie-in with the radio show will be 750,000 copies of Steven Knight Mystery Booklets to be given away at dealers' counters. Window streamers and counter cards also will be used to promote the radio show. The show will be used in a market-by-market campaign to cover 27 major markets. It will be handled through transcriptions which will be heard at varying times over local stations in the market areas. The show will be produced entirely in Chicago.

In addition, consistent copy will run in *Collier's, Esquire, Life* and *The Saturday Evening Post*, plus year-round weekly newspaper schedules in 82 cities.

Kuttner & Kuttner was appointed recently to handle the account.

KFAB, Omaha, Switches to Free & Peters

Station KFAB, 10,000-watt CBS affiliate in Omaha and Lincoln, Neb., has appointed Free & Peters as its national representative effective Jan. 1. The Paul H. Raymer Company presently represents KFAB.

The station holds an FCC construction permit to boost its power to 50,000 watts, and is expected to put the increase in effect early next year.

Daly Joins FC&B

Kay Daly, formerly fashion editor of the *Chicago Herald-American*, has joined Foote, Cone & Belding, San Francisco, as fashion director.

Names Sorensen

Country Guide, Winnipeg, Man., has appointed Orlee W. Sorensen of Orlee W. Sorensen Company, San Francisco, as its Pacific Coast representative.

Canada Ad Linage Shows Increase Over Last Year

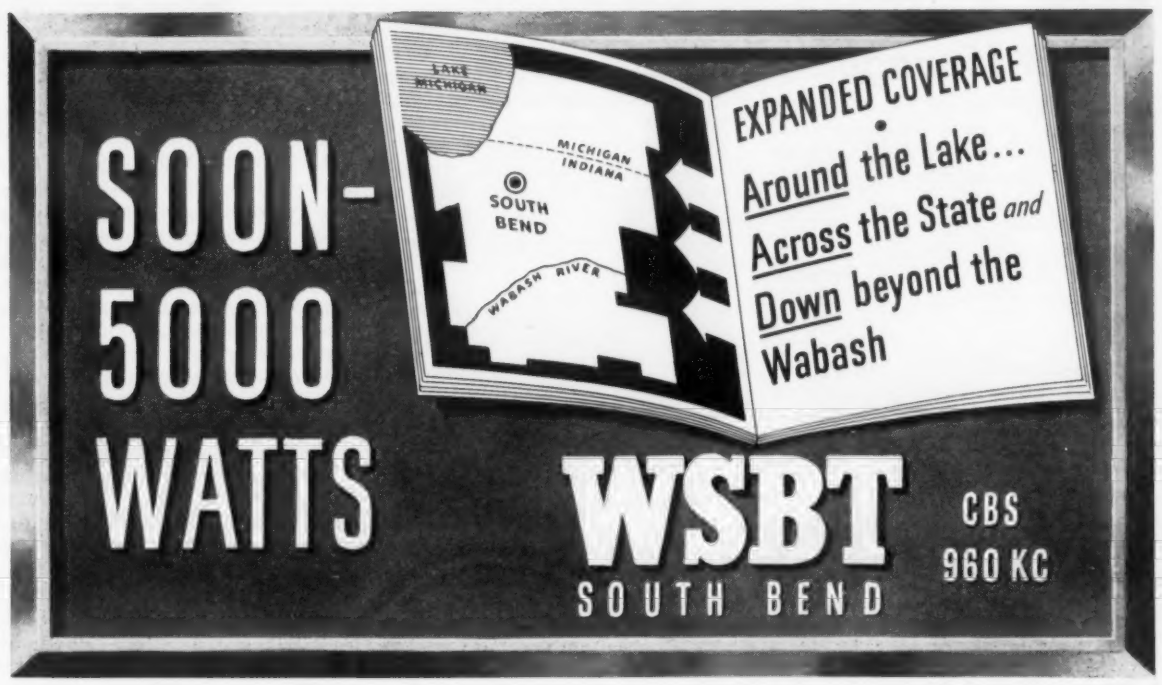
The Canadian Daily Newspapers Association, Toronto, reports that the advertising linage in Canadian daily newspapers during the month of October was 13.7% greater than in October, 1945. Local advertising showed a gain of 10.2% and national advertising was up 1.6% this year over the same month of 1945. Total advertising linage for the first 10 months of 1946 was up 13.2% over the same period of 1945.

Cook Joins Y&R

Delbert J. Cook, formerly account executive of McCann-Erickson, in both Chicago and Minneapolis, has joined Young & Rubicam, Chicago, in the same capacity.

SNPA to Meet in Atlanta

The mid-winter meeting of the board of directors of the Southern Newspaper Publishers Association will be held at the Atlanta Biltmore Hotel, Atlanta, Feb. 9-10.



NEW SELLING FORCE

gets quick action for SEARS ROEBUCK NEW ORLEANS

To increase Saturday business

SEARS selected timely merchandise . . .

priced it attractively . . .

ran full page each Friday

exclusively in the ITEM

FIRST 4 ADS

built increase in Saturday sales

18% GREATER than weekday increase

for entire 4-week period

***Your* New Selling Force in New Orleans**

NEW ORLEANS
ITEM

Ralph Nicholson, *President and Publisher*

READER ACCEPTANCE: Largest Evening Circulation in Louisiana
(92% concentrated in the New Orleans market — growing steadily)
ADVERTISING ACCEPTANCE: Nearly 12,000,000 lines carried in 1946

SAWYER-FERGUSON-WALKER CO., NATIONAL REPRESENTATIVE

BEFORE and AFTER

© K. F. S.
Comic Strip Sketch courtesy King Features Syndicate emerged statuette of lovable Jiggs.

Skill at carving, economy of mold making, and ingenuity in reproduction add up to Multi's specialized ability to "do a job" on your trade-mark, featured ad character, sign or display.

MULTI PRODUCTS, INC.
CHICAGO 8, ILLINOIS

Snowman statuette assembled to special design advertising ashtray "did a job" for well known brewer . . now how about you?

Bacon Appointed WKBW Manager

BUFFALO—John A. Bacon, newly appointed general manager of WKBW, 50,000-watt ABC affiliate here, has announced appointment of Avery-Knodel, Inc., as national representative of the Buffalo Broadcasting Corporation, which operates the station, and Richard H. Ullman as director of sales of WKBW.

Mr. Bacon, formerly with Scripps-Howard Newspapers as national advertising manager of the now-defunct *Buffalo Times*, entered broadcasting as sales manager of WGR-WKBW in 1939. He was named general manager of WKBW early this month when negotiations for the sale of WGR were completed in compliance with an FCC ruling against dual ownership.

Mr. Ullman has been an account executive with the Buffalo Broadcasting Corporation for the past 16 years. He is a brother of Frederick Ullman, president of Pathe News.

John H. Schnell Jr., formerly of the WGR-WKBW publicity department, has been named promotion manager of WKBW.

Wrigley Ups Brandon

Norman C. Brandon, formerly in charge of Ontario sales of Wm. Wrigley Jr. Company, Toronto, has been appointed Canadian sales manager.

Fillius Joins Harrison

Mary Elizabeth Fillius has resigned as fashion and accessory advertising manager of R. H. Macy & Co., New York, to become fashion copy chief for Lester Harrison, Inc., New York.

SELL BY MAIL

Let this successful mail order advertising agency show you how to sell your merchandise, books, courses, services, etc.

ARTWIL COMPANY, Advertising
26-B West 48th St. ● New York 19, N. Y.
MEdallion 3-0813

Union Bag & Paper Cites South's Need for Manufacturing

SAVANNAH—Union Bag & Paper Corporation, New York organization which maintains its woodlands division here, has launched a series of monthly quarter pages in the state's 230 daily and weekly newspapers to show how a manufacturing business, converting a home-grown raw material into finished products, contributes to the prosperity of the region it serves.

Specifically, Union Bag & Paper is pointing out how the more than $7,000,000 it spends annually for pulpwood helps sustain other kinds of businesses, and creates new trade.

First advertisement, written by Prof. H. E. Dennison, head of the industrial management department of the Georgia School of Technology, is captioned, "Dollars Grow as they Roll," and contends that new dollars set in motion by the production of pulpwood which Union Bag buys are worth more than 100 cents when turned into the stream of trade.

Ad two finds Robert W. Groves, president of the Savannah Port Authority and the Savannah Industrial Committee, writing, "When wages (paid out for the processing of field crops and woodland harvests) as well as the original cost of the harvest, are turned into our communities there are many more busy dollars to pay calls on all kinds of business."

The current schedule covers the nine months, during which the citizens of southeastern communities will be urged to express their opinions on the economic significance of manufacturing businesses to the general prosperity of the area.

Roy S. Durstine, Inc., New York, handles the account.

SPONSORS AWARDS — Harry Smith, president of the Mohawk Lumber Co., Detroit, signs approval of rules for $1,000 scholarship awards to be sponsored jointly by his company and WXYZ, ABC's key station in Detroit, on WXYZ's 11-year-old "Sandlotter" program. Looking on are Station Manager James Riddell (right) and Judge John D. Watts, program emcee. The scholarships will be open to high school seniors.

Outdoor Gains 23.7%

Kerwin H. Fulton, president of Outdoor Advertising Incorporated, New York, announced that for the first 11 months of 1946, ended Nov. 30, the volume of outdoor advertising was 23.7% higher than for the corresponding 11 months of the previous year.

Loan Group to Meet

A national consumer and instalment credit conference will be held in St. Louis Jan. 23-25.

Brock Pemberton Looks at Radio

NEW YORK—Radio commercials are too numerous and often are needlessly realistic, especially in advertising laxatives, says Brock Pemberton. Radio advertising is "making a race of hypochondriacs out of us."

Third in a series of guest speakers before the Radio Executives Club here on the subject of "If I Were Running Radio" (AA, Nov. 18, Dec. 2), the Broadway producer of "Harvey," "Janie" and other stage hits admitted that "if somebody handed me radio, I'd run like hell." He doesn't see how the radio industry manages to fill all of those quarter-hours in an 18-hour day.

As for specific improvements he believes could be made, Mr. Pemberton recommends better "deportment" on programs, including less back-slapping, calling of people by their first names, and laughter in the studio at jokes of which the listener is unaware. He also wishes he could hear better diction used by announcers and performers; less imitation in program formulas, less gag comedy and more character comedy.

As for quiz shows: "It seems to me they've got all the questions answered by now."

Issues Booklet on Opening of New Division

A. P. Green Fire Brick Company, St. Louis, has issued a booklet, entitled "For Tomorrow's Firebrick and Allied Clay Product Plants," which explains the purpose and functions of its newly formed division, A. P. Green Engineering & Management Company. The new division offers engineering and management service to refractory and allied clay plants throughout the world.

Belding Names Agency

Belding - Heminway - Corticelli Company, New York, manufacturer of threads and fabrics, has switched its account from the Kudner Agency to Sheldon, Quick & McElroy, New York.

Lonsdale Appoints

The Lonsdale Company, Providence textile mill, has appointed Monroe F. Dreher, Inc., New York and Newark, to handle consumer and textile business paper advertising.

Jackson, Michigan, Now in "50,000 Group!"

Sorry . . . no advertiser's "product ad" this month! We have an important announcement that can't wait . . .

Jackson, Michigan, is now in the "50,000 Group!"

R. L. Polk market study, just completed, shows Jackson, Michigan (corporate limits) population now 57,240.

. . . also many other interesting market facts such as:

1. 25% of Jackson families have incomes from $3500 to $7500;
2. 75% own their homes;
3. 24% are going to buy new refrigerators;
4. 17% are shopping for new radios;
5. 64% of all families prefer one brand of bread.

Perhaps there are some figures on your product. Would you like to have them? Call or write:

John E. Lutz, 435 N. Michigan Ave., Chicago, Ill

Dan A. Carroll, 110 East 42nd Street, New York City, 17

BOOTH *Michigan* NEWSPAPERS

GRAND RAPIDS PRESS · FLINT JOURNAL · KALAMAZOO GAZETTE · SAGINAW NEWS
JACKSON CITIZEN PATRIOT · MUSKEGON CHRONICLE · BAY CITY TIMES · ANN ARBOR NEWS

More Advertisers Use More Space in Field & Stream than in Any Other Outdoor Magazine

Pepperell Prints Booklet to Train Retail Clerks

BOSTON—To help develop skilled sales personnel, Pepperell Mfg. Company has prepared a new booklet, "Selective Sales Promotion Material for Retail Store Personnel," covering manufacture of cotton textile fabrics and the importance of sales techniques.

The manual contains two sections, the first devoted to methods of marketing and distribution of merchandise and the second to detailed description of Pepperell sheets and blankets. It contains a check list to help the salesman gauge his selling aptitudes, a statement of fundamental requirements for general selling, a history of the cotton textile industry and the Pepperell company, and material on processing of cotton into cloth.

Pepperell executives say that many department stores have asked for preparation of the book, not only for domestic department personnel but for advertising copywriters and sales clerks in other departments. Copies may be obtained from the company's trade service bureau at 160 State St. here.

Abandons 'Fisherman'

The *Fisherman*, sports magazine published by Western Publishing Company, has been discontinued. The publication, with editorial and advertising offices in Portland, Ore., was incorporated in February, 1946, with Leonard L. Wheeler as president and general manager.

Unifies Discount Dates

The newspapers of the Ohio Select List have revised their cash discount dates so that the rate cards of all 49 papers on the list specify the 15th of the month. The papers will continue their 2% cash discount.

Croll to Erwin, Wasey

George Croll, formerly art director of La Roche & Ellis, New York, has joined Erwin, Wasey & Co., New York, in the same capacity.

Bolan Names Langelle

Russell Langelle has been appointed account executive of Charles W. Bolan, Advertising, St. Louis.

Pearcey Joins Ronalds

John Pearcey, formerly with Horace N. Stovin & Co. and Harold F. Stanfield Ltd., has been appointed assistant account executive of Ronalds Advertising Agency, Toronto.

Joins St. Louis Agency

Cecile Koven, formerly with Famous-Barr Company, St. Louis department store, has joined Marjorie Wilten Advertising, St. Louis, as chief copywriter.

Sharp to Bloch Agency

Milton I. Sharp, former men's wear advertising manager of Stix, Baer & Fuller, St. Louis department store, has joined H. George Bloch Advertising Company, St. Louis.

Lochridge Joins Mutual

Ben Lochridge, formerly in the sales office of Ideal Publishing Company, Chicago, and with Station KMOX, St. Louis, has joined the sales staff of the Mutual network's Midwest office in Chicago.

Joins Teen Timers, Inc.

Louis D. Waldman, formerly publicity director of the May Company, Denver, has been named sales promotion manager of Teen Timers, Inc., New York, effective Feb. 1.

Corbin Picks Agency

The P. & F. Corbin division and Corbin Cabinet Lock division of American Hardware Corporation, New Britain, Conn., have appointed Wilson, Haight & Welch, Hartford and New York. P. & F. claims to be the largest manufacturer of builders' hardware in the world; Corbin Cabinet Lock manufactures cabinet locks, padlocks, trunk locks and miscellaneous hardware.

Photography STANDARD STUDIOS inc. WHI. 5355

540 N. MICHIGAN AVE., 185 N. WABASH AVE.
410 N. MICHIGAN AVE., 111 E. DELAWARE STREET

Women naturally turn to the one newspaper

which gives them most of what they want—

Fashion news from apparel manufacturers,

from retailers,

from an informed fashion staff.

America's fashion-first newspaper

is the New York Herald Tribune

with most fashion advertising,*

most editorial fashion news and pictures,

most manufacturer-retailer cooperative advertising

of all New York newspapers

in the

first nine months of 1946.

NEW YORK Herald Tribune

European Edition Published Daily and Sunday in Paris

The New York Herald Tribune is now delivered to Chicago, Cleveland and Detroit by airplane, in time to be placed on sale FIRST THING EVERY MORNING.

*Department Store Women's Apparel and Women's Accessories plus Women's Clothing Stores — Media Records

Me, quit after only four calls?

Most sales are made after a salesman's fifth call. For persistence and tenacity to get results investigate National Advertising Company's low cost, high readership highway displays. Their lower unit cost means greater repetition, more continuity for your advertising expenditure.

Positioned close to the road for maximum visibility, your message hits home — harder and more often, dollar for dollar— than with most other types of media. Write for full details.

Distinctive OUTDOOR DISPLAYS

NATIONAL ADVERTISING CO.
WESTMINSTER, MARYLAND

Dr. Nahl Promoted

Dr. Perham C. Nahl, one-time faculty member at Oklahoma A & M College school of commerce, who joined Needham, Louis & Brorby, Chicago, early this year, has been named associate director of research for the agency.

Joins Four A's

Ryder & Ingram, Oakland, Cal., has been elected to membership in the American Association of Advertising Agencies.

Joins Jack & Heintz

John T. Casey, formerly with the public relations firm of Ivy Lee & T. J. Ross, Inc., New York, has been appointed director of public relations of Jack & Heintz Precision Industries, Cleveland.

Heads Royal of Canada

Maxwell V. Miller, vice-president in charge of sales of Royal Typewriter Company, New York, has been elected president of Royal Typewriter Company, Montreal.

Opens New Offices

Technographics, Inc., Chicago, has opened its new offices at 112 E. Walton Pl. The agency, formerly located at 1457 Diversey Pkwy., Chicago, has been appointed to handle advertising for the Seal-Spout division of Fisher-Armour Mfg. Company, Chicago, maker of bar accessories.

Appoints McRae

Brydon McRae, formerly on the advertising staff of the *Winnipeg Tribune*, has been appointed manager of the Winnipeg office of McConnell, Eastman & Co., advertising agency, succeeding L. H. Coutts, who is now advertising director of Dominion Stores Ltd., Toronto.

Gold Opens Ad Firm

Gordon Gold, recently returned from armed service, is opening Gordon Advertising Service, 1128 Argyle St., Chicago, to specialize in direct mail advertising, sales promotion and ad novelties.

seventeen
Teena is a party girl!
She loves to go to them . . . she loves to give them! She asks her crowd over regularly for fun and good food. What Teena serves and her teen-mates eat is no longer a mystery. She told us . . . and we'll be telling you in "Life with Teena, Volume II"—now on the press.

Ridder Urges Airmail Rates for Newspapers

NEW YORK—Use of airmail facilities at revised rates for transmittal of second class mailing matter is being strongly recommended to the Senate small business committee by B. J. Ridder, publisher of the *New York Journal of Commerce*. Mr. Ridder told Sen. James E. Murray, committee chairman, that present delays in delivery of newspapers are interfering with market activities.

Mr. Ridder's suggestion to the committee calls for the establishment of postal air schedules from New York, Chicago, St. Louis, New Orleans and San Francisco, based on an experimental plan whereby scheduled planes would leave these points about twice daily for newspaper deliveries. The average load, Mr. Ridder contends, could be forecast with considerable accuracy. He also suggests that returning planes could stop at various cities enroute to pick up mail for home station delivery.

Rates for the proposed service would be based on a ratio about equal to present rail rates, Mr. Ridder said, as soon as it is possible to forecast accurate loads both to and from home stations. He added that he felt that rates would be about what newspapers can afford.

S. A. Station Ups Power

Emisoras Unidas of Barranquilla, Colombia, will begin operating its new 10,000 watt transmitter early in January, along with a 250 watt FM transmitter. The station at present transmits with 1,000 watts long wave and 2,500 watts short wave. The station also announces its change from the old frequency of 1190 kc. to 730 kc., which will increase its coverage of the Atlantic Coast region of Colombia.

Heads Budd Company

Edward G. Budd Jr., executive vice-president, has been elected president of the Budd Company, Philadelphia, succeeding the late Edward G. Budd.

Appoints Mercready

White Engineering & Mfg. Company, Rochelle Park, N. J., manufacturer of portable steam cleaning equipment for maintenance use, has placed its advertising with Mercready & Co., Newark.

Print it in the West

FOR WESTERN DISTRIBUTION

★ Los Angeles

Flying us the copy, layouts, mats or plates saves time and money when you have anything to print on newsprint . . . black, color or process colors . . . fast, modern rotary presses. Our capacity is limited only by temporary paper restrictions. *Samples and prices on request.*

Rodgers & McDonald

Publishers, Inc.

Rotary Printing Specialists

2621 W. 54th Street

Los Angeles 43, Calif.

YOU OUGHT TO KNOW . . . BUSINESS CHART OF THE WEEK . . . THE PAY-OFF . . . OTHER FEATURES . . .

The Creative Man's Corner

Just in case *The New Yorker* is wrong and there won't always be an adman, the following is put down to show the limits of his imagination for this Christmas of 1946.

These are perfumes:

Anticipation
Breathless (Romantic interludes)
Devastating
Danger
Et Cetera
Frenzy
Golden Hour
Gris Gris (Good Hunting, Good Fighting, Good Loving)
Guess
Hypnotic
Indiscrete
Intoxication
Joy
Mais Oui (But Yes!)
My Alibi
My Sin
New Horizons
Night Life
Possession
R.S.V.P. (The answer is Yes)
Rhapsodie
Secret
Scandal
Shocking
Sinner
Stolen Heaven
Surrender
Tabu (for evenings of consequences)
Tailspin
Vice Versa (all's fair)
Whirlwind

Mabs (of Hollywood) offers "love match" sets of brassieres and girdles or pantie girdles painted by hand with pale blue forget-me-nots, rosebuds or cherubs.

Then there is Hortense B. Hewitt who comes up with "the gayest of all intimate Christmas gifts — Glamour Garters — utterly frou frou and feminine gifts to lend

saucy spice, or sly silken charm to many gala days and nights to come. Glamour Garters . . . worn and cherished by ladies of lovely leisure . . . in all thighses."

Merry Christmas!

You Ought to Know . . . Fred Eldean

"When I called this company the Fred Eldean Organization, I used organization advisedly. We're a team, a good team." This is Fred Eldean speaking, a quiet, neat man, chief of a public relations outfit which in less than three years has forged its way into the select circle of top public relations firms.

Fred Eldean

This concept of public relations—that it is a team job, with each member contributing to success—varies considerably from the prima donna complex which infects some practitioners in the field.

And that it pays off is evidenced by the company's record. From its beginning in April, 1944, it has grown to 15 clients, and will have a billing of between $1.5 and $2 million for 1946.

The company now has offices in New York, Chicago, Washington and Detroit. In the near future it will open branches in Atlanta, Tulsa, Denver and Los Angeles.

Fred Eldean moved into the public relations picture along a somewhat different path from most of the principal figures; he spent no time with wire services, magazines, newspapers or radio during his mature years. After some experience with newspapers in his home town of Moline, Ill., he entered the University of Missouri, intent on studying in its famed School of Journalism.

At Missouri, however, he switched from journalism to law, graduated with a law degree in 1923. From Missouri he went to work for a publishing company, but in the early '30s he was in Washington with the National Association of Highway Users. Association work proved fertile ground for two of Eldean's principal talents, analysis and organization.

In 1935 he left the Highway Users, and went to the American Petroleum Institute as assistant to the president. In 1938, he left API to become executive director of the Tax Foundation.

He became assistant director of public relations of General Motors Corporation in 1942, and later left GM to form his own company.

An interesting sidelight on the Eldean character is the fact that many of his associates were with him before at one of the companies, or moved with him as he went along. The Eldean team wasn't built in three years.

And along with his associates of former years, Fred Eldean has added accounts. His company was recently named by the American Petroleum Institute to direct the million-dollar public relations program of the oil industry.

As a leader in the public relations field, Eldean is entitled to some opinions about the practice and aim of public relations. The principal mistake made by public relations firms, he believes, is providing too much free service, and its corollary fault of being afraid to bill the client for legitimate expenses.

The Eldean service is based on a minimum $36,000 annual fee (as is Carl Byoir & Associates, said to be the only other company commanding that retainer), and 15% is added to out-of-pocket expenses, a common practice in the advertising agency field.

Fred thinks the companies operating in public relations do an excellent job, generally speaking. As for the ever-present controversy as to whether public relations consists of counseling the client, or whether it means organizing and doing a public relations job for him, the Eldean Organization is set up on the theory that complete service consists of the whole operation.

Like many another public relations figure, Fred likes to talk about free enterprise and the job of selling business as an institution. Unlike many another, Fred has a reasoned approach, which comes out something like this:

Public relations men err in trying to make something out of industry which is impossible. Industry's role is providing the public with goods and services. As it performs that role well and as the public is informed of what it does, so does recognition and approval of that industry grow. The profit motive, he thinks, is best described as an eliminator of waste, and accordingly a company with high profits may be more socially useful than one with low profits, the difference being efficient management and better utilization. This picture of industry's role pre-supposes a high economic literacy on the part of the public, and Fred thinks that literacy is what business should be aiming for. This approach is valuable, of course, because among other things it obviates the necessity of presenting industry as an "eleemosynary institution."

Eldean's team is set up on the account executive principle, with one man dealing primarily with each account, but able to draw on common departments, such as editorial, planning and programming, etc. The team is agreed upon one fundamental aspect of their job, that for each account there is a basic approach, and much preliminary analysis goes into groundwork before any conventional public relations work begins.

For the Carpet Institute of America, for example, the organization's studies showed that carpet manufacturers spent far too little, percentage-wise, in advertising. Part of the program prepared for the institute called for a 50% increase in advertising. The basic approach, however, called for an integrated program for all home furnishings, from which was evolved the Basic Home Furnishings plan, under which 271 manufacturers were eventually enlisted. The BHF plan created nine color groups, so that any woman could select harmonizing colors for her home.

In another instance, the American Petroleum Institute, in preparing its campaign, retained Claude Robinson to work along with Eldean to discover the public's attitude toward the oil industry in a number of fundamental aspects, and to compare it with other industries.

These angles on the team are important, but no more important than another, salaries. Fred Eldean says with pride that his organization is the best paid in the field, and that his men draw salaries comparable to top jobs in industry.

Fred is interested in selling accurate concepts of industry, and he believes the easiest way to do it is to select a salient feature of the particular business, couch it in language rooted in the public's "folkways," and hammer it home. This is the theory on which he coined General Motors' "More and Better Things for More People."

As for the "folkways" theory, Fred refers to a mass of fundamental language terms—something akin to Pareto's residuum, a body of things learned early in life which are subconsciously adopted and never forgotten—to which he believes people automatically respond, and that slogans or ideas couched in this familiar idiom are certain to receive better acceptance because they do not encounter a sort of intellectual resistance to new ideas.

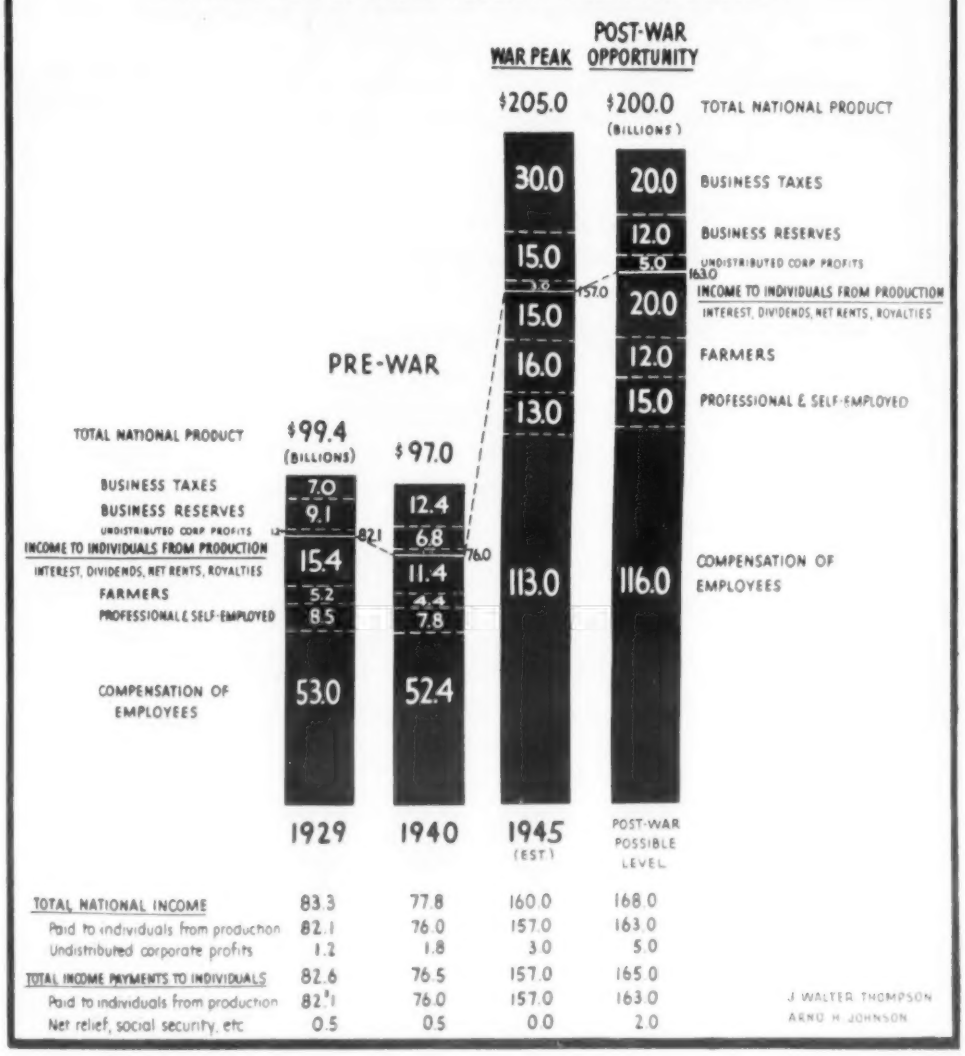
This is unusual language and thinking for a public relations man, and a casual observer notices the lack of slick, staccato talk from Eldean. His manner is gentle, quiet, genial. It would be possible to mistake him for a young dean in a university, if it were not for an unacademic grip on facts and figures.

At 47, Fred lives in Amityville, out on Long Island, with his wife and two boys, and maintains a winter home in Phoenix. He says apologetically that he does a little amateur boating in the summer, but that his principal interest is his collection of early American books. "But actually," he repeats, "I'm not the story here . . . the story is the team, the other men in the organization."

Business Chart of the Week

HOW PRODUCTION AT FULL EMPLOYMENT CAN PROVIDE THE INCOME FOR INCREASED POST-WAR LIVING STANDARDS

DISTRIBUTION OF GROSS RECEIPTS FROM PRODUCTION


PRE-WAR
WAR PEAK
POST-WAR OPPORTUNITY
TOTAL NATIONAL PRODUCT
$99.4 (BILLIONS)
$97.0
$205.0
$200.0 (BILLIONS)
BUSINESS TAXES 7.0 30.0 20.0
BUSINESS RESERVES 9.1 12.4 15.0 12.0
UNDISTRIBUTED CORP PROFITS 1.2 1.8 3.0 5.0
INCOME TO INDIVIDUALS FROM PRODUCTION 82.1 76.0 157.0 163.0
INTEREST, DIVIDENDS, NET RENTS, ROYALTIES 15.4 11.4 15.0 20.0
FARMERS 5.2 4.4 16.0 12.0
PROFESSIONAL & SELF-EMPLOYED 8.5 7.8 13.0 15.0
COMPENSATION OF EMPLOYEES 53.0 52.4 113.0 116.0
1929
1940
1945 (EST.)
POST-WAR POSSIBLE LEVEL
TOTAL NATIONAL INCOME 83.3 77.8 160.0 168.0
Paid to individuals from production 82.1 76.0 157.0 163.0
Undistributed corporate profits 1.2 1.8 3.0 5.0
TOTAL INCOME PAYMENTS TO INDIVIDUALS 82.6 76.5 157.0 165.0
Paid to individuals from production 82.1 76.0 157.0 163.0
Net relief, social security, etc 0.5 0.5 0.0 2.0
J. WALTER THOMPSON
ARNO H. JOHNSON

The store that Safeway built

There's more to this Safeway store than meets the eye of a customer . . . or a grocery manufacturer. There's the exhaustive planning and attention to infinite detail that produce the ultimate in consumer satisfaction.

Its site was carefully selected by property specialists who maintain traffic flow maps of every city over 5,000 population where Safeway operates. Next, company engineers developed store plans, emphasizing convenience for customers and employees. Chiefly, they consider these influences on store volume: fixture layout, availability of shopping buggies, store lighting and size of parking lot.

Now in operation, the store is undergoing periodic physical checks. For example, store lighting is constantly tested by Safeway experts to maintain cheerful illumination and maximum visibility of merchandise. What Safeway does for one store, it also does for all its 2,442 super markets and service stores. This is one reason why Safeway sold $665,000,000 in groceries and meats in 1945.

. . .

Noteworthy is the fact that Safeway executives and store managers have 2,159 paid subscriptions to Chain Store Age GROCERY EDITIONS. Throughout the $5,500,000,000 chain grocery market, interest in these magazines is equally great. Alert grocery manufacturers, *wise to the value of covering chain store managers as well as executives,* are giving *Chain Store Age* GROCERY EDITIONS a prominent place in their advertising plans. *Are You?*

CHAIN STORE AGE

185 MADISON AVENUE, NEW YORK 16

612 North Michigan Avenue, Chicago 11

520 West 7th Street, Los Angeles 14

ABC ABP

'Opinion-Aire' Radio Poll Sets Accuracy Record

PITTSBURGH — "Opinion - Aire" polls conducted by Sullivan-Rayhawk, market research and sales promotion organization here, for Station KQV for more than two months, and for Mutual Broadcasting System's "American Forum of the Air" this month, have proved outstandingly accurate, reports indicate.

The new kind of poll of public opinion is based on listeners' expression of opinion on specific questions asked on broadcasts. Listeners telephone KQV—or specific stations in some cities where the Mutual sustaining forum show is heard—to "vote" on the questions. Representatives of Sullivan-Rayhawk tabulate replies quickly in time to announce the response at the end of the broadcasts (AA, Dec. 9).

The "Opinion-Aire" was developed jointly by Peter Wasser, manager of KQV, and Dr. Arthur L. Rayhawk of the research organization. It was launched at the time of the power strike here, after several street-corner polling methods had proved unsatisfactory for getting public opinion on the strike.

Method Is Tested

Proponents of the polling technique point to several "Opinion-Aire" polls taken here to prove that their method provides an adequate cross-sample of opinion. On the basis of two of the polls before the Nov. 5 election, the station was able to predict accurately the approximate vote in Pittsburgh for senatorial candidates.

Analyses of the polls show that phone calls are received from various areas of this city in proportion to the number of phones in the areas. Votes by women, union members, white collar workers, upper income groups and other population groups closely correspond to all other available data known as to each group's attitudes on labor, economic and other issues, according to Sullivan-Rayhawk officials.

Gem Razor Starts First Postwar Ads in Dailies

American Safety Razor Corporation, Brooklyn, for the first time since the war, has scheduled several hundred newspaper advertisements in metropolitan market areas to announce a special bargain package of Gem razor blades, to retail at 12 for 49 cents, beginning in January and continuing for a limited period.

The sale is timed to absorb the post-Christmas slump. The company's current radio and magazine advertising, as well as point-of-sale and dealer material, will support the newspaper effort. Gem sponsors the Mutual mystery show, "The Adventures of the Falcon," heard on more than 300 radio stations throughout the country. Federal Advertising Agency, New York, handles the account.

Plans Coin Machine Book

Coin Machine Review, 1115 Venice Blvd., Los Angeles, monthly national trade publication covering the various types of coin-controlled equipment, will issue the first edition of a "Source Book of the Coin Machine Industry." The pocket-sized publication priced at $1 per copy will run more than 200 pages and will consist of five sections covering phases of the coin industry.

Appoint Caples Agency

Creative Age Press, Inc., and *Tomorrow,* New York, have appointed the Caples Company, New York.

NOVEMBER SALES OF CHAIN STORES

	November 1946	November 1945	% Gain or Loss	11 month period 1946	11 month period 1945	% Gain or Loss
Food Chains						
cJewel	$ 8,785,045	$ 6,090,989	+44.2	$ 78,964,591	$ 57,401,491	+37.6
aKroger Groc. & Bak. Co.	55,003,270	39,764,405	+38.0	511,229,828	410,687,443	+24.0
National Tea	14,771,090	9,719,271	+52.0	140,890,090	95,846,416	+47.0
cSafeway	76,124,420	56,773,455	+34.1	766,376,635	605,216,759	+26.6
Group Total	$154,683,825	$112,348,120	+37.7	$1,497,461,144	$1,169,152,109	+28.1
Mail Order						
†Sears, Roebuck	$175,066,637	$119,039,753	+47.1	$1,364,215,623	$ 848,469,101	+60.8
Spiegel	12,822,846	8,672,149	+47.9	97,796,859	61,763,222	+58.3
†Montgomery Ward	106,355,340	77,012,615	+38.1	851,297,197	568,447,497	+49.8
Group Total	$294,244,823	$204,724,517	+43.7	$2,313,309,679	$1,478,679,820	+56.4
Drug Chains						
Peoples	$ 3,873,737	$ 3,148,701	+23.0	$ 39,008,990	$ 31,672,254	+23.2
Walgreen	12,827,058	10,511,039	+22.0	129,711,731	106,640,223	+21.6
Group Total	$ 16,700,795	$ 13,659,740	+22.3	$ 168,720,721	$ 138,312,477	+22.0
Variety and Miscellaneous						
Bond Stores	$ 8,500,338	$ 4,878,871	+74.2	$ 65,697,220	$ 42,805,069	+53.5
Butler Bros.	15,056,946	11,636,027	+29.4	147,805,803	110,902,209	+33.3
bColonial Stores	14,511,721	11,638,235	+24.7	113,943,398	89,311,028	+27.6
Consolidated Retail Stores	2,788,442	2,626,648	+ 6.2	28,298,464	22,827,971	+24.4
Edison Bros.	5,378,019	4,789,929	+12.2	58,432,402	47,718,904	+22.4
Grant, W. T.	20,888,915	16,669,015	+25.3	182,136,300	151,809,671	+20.0
Kresge, S. S.	25,402,535	20,355,276	+24.8	211,469,965	189,341,102	+11.7
Kress, S. H.	14,562,828	11,946,783	+21.9	127,259,314	107,249,971	+18.7
Lane Bryant, Inc.	3,921,660	3,438,175	+14.1	41,212,553	33,856,437	+21.7
†Lerner	8,550,672	7,981,613	+ 7.1	78,296,208	74,312,644	+ 5.3
McCrory	8,226,830	6,411,203	+28.3	70,770,031	60,425,923	+17.1
Melville Shoe Corp.	5,083,554	4,713,536	+ 7.9	53,542,920	35,669,704	+50.1
†Mercantile Stores	10,565,600	8,146,500	+29.7	82,064,900	58,391,600	+40.5
Murphy, G. C.	10,125,261	8,082,222	+25.3	93,142,473	80,810,354	+15.2
Neisner Bros.	4,590,198	3,466,075	+32.4	38,650,588	32,823,130	+17.8
Newberry, J. J.	9,972,400	8,348,057	+19.5	93,802,673	84,146,785	+11.5
Penney, J. C.	70,278,266	56,032,886	+25.4	582,648,029	476,185,176	+22.3
Sterchi Bros.	1,216,404	904,385	+34.5	11,741,304	6,834,895	+71.8
Western Auto	11,067,000	6,973,000	+58.7	95,646,000	51,562,000	+85.5
Woolworth, F. W.	53,253,274	42,972,092	+23.9	466,262,121	405,380,680	+15.0
Group Total	$303,940,863	$242,010,528	+25.6	$2,642,822,666	$2,162,365,253	+22.1
Combined Total	$769,570,306	$572,742,905	+34.4	$6,622,314,210	$4,948,509,659	+33.8

†Ten month period.
aFour weeks and 49 weeks.
bFive weeks and 48 weeks.
cFour weeks and 48 weeks

Form Strict Code to Govern Used Appliance Sales

CLEVELAND—Sale and merchandising of used and rebuilt major home appliances — which before the war represented a major headache to reputable makers and dealers—will get a drastic cleaning up with the introduction of a nine-point agreement among Cleveland newspapers and the Cleveland Better Business Bureau to govern advertising standards.

The Vacuum Cleaner Manufacturers' Association, which announced that the agreement would prove a model for use in other communities, declared that fraudulent practices in "rebuilding" old cleaners caused housewives to be "bilked of millions of dollars." The association recently enlisted the support of the Federal Trade Commission and of Mrs. Chase G. Woodhouse, chairman of the Congressional Consumer Committee.

The agreement requires that strict accuracy be used in describing the condition of used appliances offered, that guarantees shall be written, that prices shall include necessary attachments, and that illustrations used in connection with price be accurate pictures of the machines available at the advertised price.

Retail Dry Goods Group Will Meet Jan. 13-16

On the theme, "Dynamic Distribution in a Free Economy," the National Retail Dry Goods Association will hold its 36th annual convention at Hotel Pennsylvania, New York, Jan. 13-16.

In addition to the general sessions, special sessions will be held, among others, on sales promotion and publicity. The sales promotion session, Jan. 15, will feature a joint meeting of the NRDGA and the Newspaper Advertising Executives Association and a presentation of the radio study of Joske's store, Dallas.

Starts Export Paper

Cahill Engineering Company, 426 Bryant St., San Francisco, will publish an export magazine aimed at Latin American airport engineers, called *El Ingeniero de Aeropuertos.* The company, a newcomer to the publishing business, and headed by Col. Edward Cahill, will launch its first issue of the bi-monthly magazine in January. Black - and - white, one-time page rate is $280.

Pillsbury Features Recipe Book Again

The No-Knead recipe book, prepared by the Ann Pillsbury Home Service Center, Minneapolis, last year, will again be offered in a new promotion campaign during January, February and March. The book, featured in a revised version, will be placed in 11 rotogravure papers around Jan. 12. The same revised version is also scheduled to run in February in the *Country Gentleman, Good Housekeeping, Household Magazine, McCall's* and *Woman's Day.*

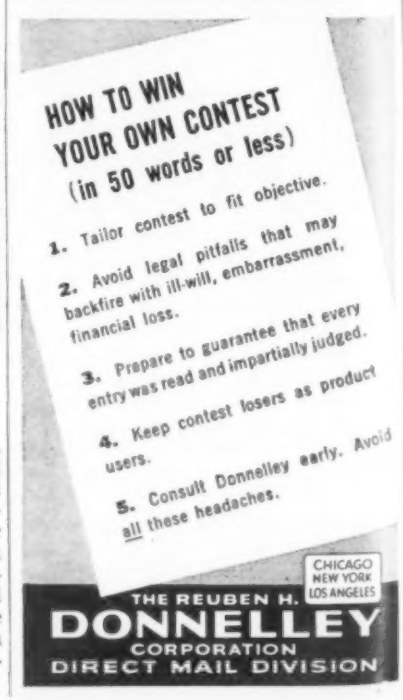
In addition, the book will be offered in four-color ads in January issues of *The American Weekly, Better Homes & Gardens, Ladies' Home Journal* and *Successful Farming,* and the February issue of *Farm Journal.*

Robert W. Orr Names 3

John Hoagland, formerly with the American Broadcasting Company, has been appointed in charge of radio of Robert W. Orr & Associates, New York. Richard Diggs has been named in charge of radio activities on the coast, with headquarters in Hollywood, and Steve Bowen, formerly with J. Walter Thompson Company, has been appointed space buyer.

To Allied Advertising

Trophy Products Company, Cleveland, has named Allied Advertising Agency, Cleveland, to direct a consumer advertising, trade promotion and publicity program for its line of plastic musical novelties.


HOW TO WIN
YOUR OWN CONTEST
(in 50 words or less)
1. Tailor contest to fit objective.
2. Avoid legal pitfalls that may backfire with ill-will, embarrassment, financial loss.
3. Prepare to guarantee that every entry was read and impartially judged.
4. Keep contest losers as product users.
5. Consult Donnelley early. Avoid all these headaches.
CHICAGO
NEW YORK
LOS ANGELES
THE REUBEN H.
DONNELLEY
CORPORATION
DIRECT MAIL DIVISION

Retail Sales

Federal Reserve Figures on Department Store Sales

WASHINGTON—Department store sales the first week of December were 19% above the same week of 1945, the Federal Reserve Board has reported. The gain was about the same as those reported in October and early November. Figures for the latter part of November varied because Thanksgiving came the third week of the month last year and the fourth this year.

Highest gain among the districts the first week this month was the New York (second) district's 23% increase. The lowest was the San Francisco (12th) district gain of 11%.

Syracuse's 31% gain was the highest for any city. Wichita, showing no change from the corresponding 1945 week, was the only city not reporting a gain.

Federal Reserve district and city	Week Ending Nov. 23	Nov. 30	Dec. 7
UNITED STATES	41	r 3	19
Boston District	37	11	15
New Haven	39	7	18
Boston	41	11	17
Springfield	27	4	12
Providence	29	12	14
New York District	48	r 6	23
Newark	43	1	22
Buffalo	46	0	12
New York	50	r7	24
Rochester	34	17	20
Syracuse	51	12	31
Philadelphia District	44	r— 6	20
Philadelphia	43	r— 9	18
Cleveland District	41	— 1	20
Akron	28	— 4	18
Cincinnati	40	— 2	20
Cleveland	38	— 1	22
Columbus	49	3	19
Toledo	31	— 7	9
Pittsburgh	47	1	20
Richmond District	36	r0	19
Washington	36	6	13
Baltimore	40	— 6	24
Atlanta District	40	1	17
Birmingham	39	— 6	12
Miami	45	— 6	20
Atlanta	31	r3	15
New Orleans	49	5	16
Nashville	45	6	8
Chicago District	43	2	21
Chicago	46	0	23
Indianapolis	42	— 3	23
Detroit	43	4	21
Milwaukee	37	4	13
St. Louis District	35	r6	20
Little Rock	19	12	5
Louisville	44	5	27
St. Louis	39	3	23
Memphis	15	20	12
Minneapolis District			
Minneapolis			
Duluth-Superior	(Not available)		
St. Paul			
Kansas City District	35	5	16
Denver	58	23	30
Wichita	21	—11	0
Kansas City	38	— 1	15
St. Joseph	17	— 2	20
Oklahoma City	33	0	10
Tulsa	33	— 5	20
Dallas District	35	1	13
Dallas	37	— 8	8
Fort Worth	29	5	13
Houston	41	7	**
San Antonio	37	11	22
San Francisco Dist.	34	1	11
Los Angeles Area	40	3	13
Oakland	41	0	**
San Francisco	33	— 4	10
Portland	31	— 4	17
Salt Lake City	33	9	20
Seattle	7	— 3	8

r—Revised.
**Data not available.

McClatchy Newspapers Make Consumer Study

McClatchy Newspapers, Sacramento, Cal. (*Sacramento Bee, Fresno Bee* and *Modesto Bee*), is making a study of consumer buying habits and store distribution of grocery and drug products by brands in Sacramento, Fresno and Modesto. The questionnaire and technique being used are the same as those utilized this year by the *Milwaukee Journal* and the *Omaha World-Herald*. Thus, merchandisers of grocery and drug products will be able to compare two markets of the Middle West with three California cities. The survey is expected to be completed by next spring.

Astaire Advertises

Fred Astaire, who retired recently from the films, broke large-space copy in New York newspapers to announce the opening of ballroom dance studios at 487 Park Ave. and recruit "charter member" pupils. J. Walter Thompson Company placed the advertising. The dancing star's "long-range plan," it was reported, is to open studios throughout the country.

Adel Appoints Crissey

Paul Crissey has been appointed sales director of the consumer products division of Adel Precision Products Corporation, Burbank, Cal., and Huntington, W. Va. The company's consumer products' sales offices and display room will be located in Room 1172 of the Merchandise Mart, Chicago.

MANY COSMETICS, DRUGS, FOODS, DRINKS are OVERLOOKING A MARKET

That's as wide and broad as the United States itself.

Cosmetics, drugs, foods, drinks,—everything from automobiles to zithers are purchased at the rate of seven billion dollars a year by this very active home market. It's easy to overlook because we're all so close to it. But it's easy to reach, too. You reach the big American Negro market through the race papers to which the Negro looks for guidance. The good will, confidence, and regular patronage of the Negro can be won and held by advertising in the Negro papers.

You owe it to your business to get the facts about the success stories built upon reaching this great and growing market through advertising. Write to Interstate United Newspapers, Inc., 545 Fifth Avenue, New York. Get the facts.

This advertisement is addressed to advertisers who have manufacturing plants located in the cities listed below and their advertising agencies:

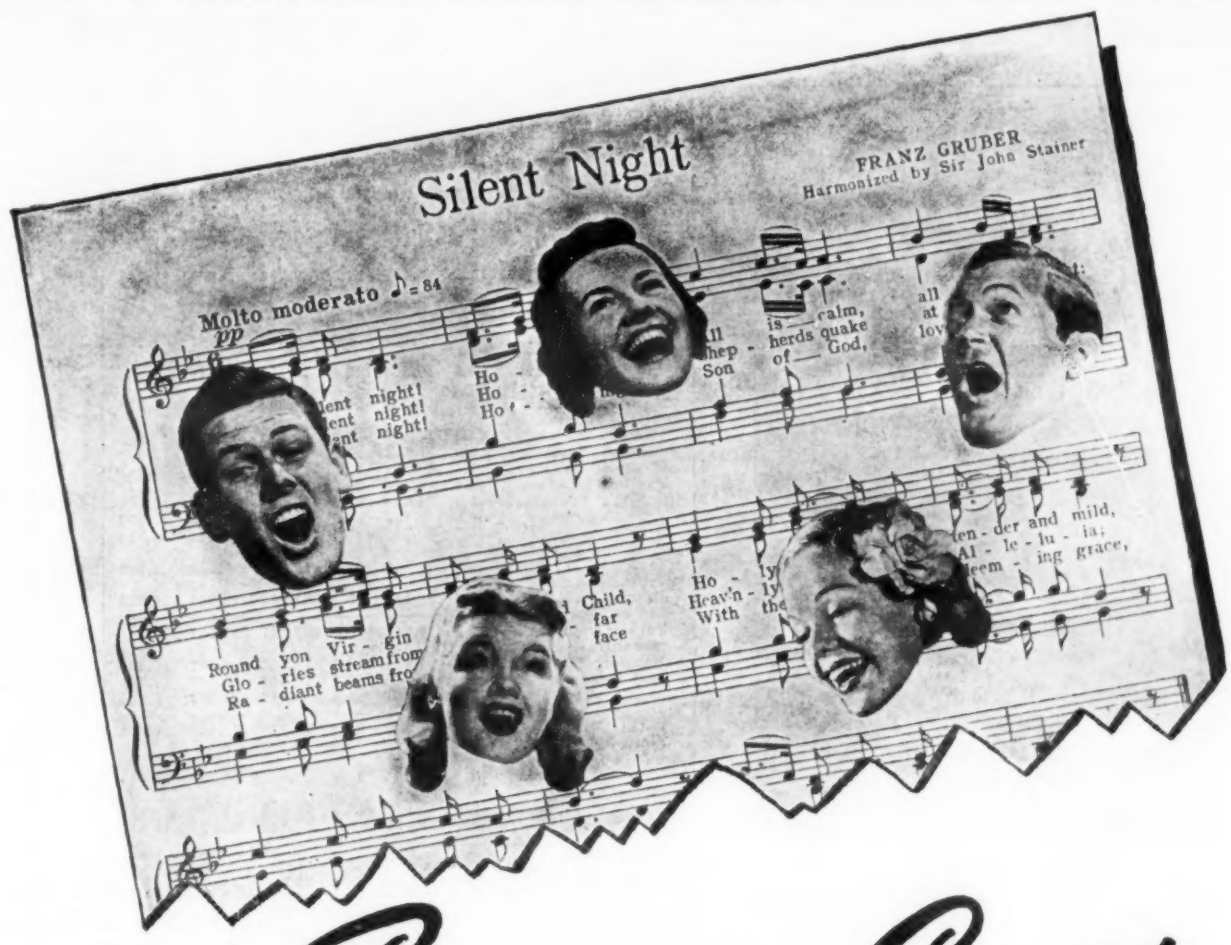
INDIANA	MICHIGAN
Alexandria	Albion
Bicknell	Big Rapids
Bloomfield	Cadillac
Bloomington	Cheboygan
Columbia City	Coldwater
Decatur	Dowagiac
Elwood	Escanaba
Frankfort	Grand Haven
Greensburg	Greenville
Huntington	Holland
Jasper	Ionia
Linton	Iron Mountain
Martinsville	Manistee
Mt. Vernon	Marquette
New Castle	Marshall
Plymouth	Midland
Portland	Mt Pleasant
Rochester	Niles
Rushville	Petoskey
Shelbyville	Sault Ste. Marie
Spencer	South Haven
Union City	Sturgis
Valparaiso	Three Rivers
Vincennes	Traverse City
Washington	Ypsilanti
Winchester	

ILLINOIS	MINNESOTA
Edwardsville	Moorhead

If you desire to improve your Employee-Plant or Community-Plant Relations in these communities perhaps we can help you.

SCHEERER SERVICE

35 E. Wacker Drive, Chicago 1, Ill. Phone: State 7942

441 Lexington Ave., New York 17, N. Y. Ph. Murray Hill 2-2423

Season's Greetings

FROM NASHVILLE . . . CENTER OF THE RICH MIDDLE TENNESSEE MARKET

FOR DETAILED REFERENCE DATA See THE MARKET DATA BOOK CONSUMER MARKETS EDITION

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

5,000 WATTS • 980 KC
AMERICAN • MUTUAL

Represented Nationally by
THE KATZ AGENCY, Inc.

WSIX gives you all three: Market, Coverage, Economy

Named Vice-Presidents

Sidney E. Davis, manager of *Radio & Television Weekly*, has been elected executive vice-president and director, and Cy Kneller, editor, has been named second vice-president. Both also were named to similar offices with the *United States Tobacco Journal* and *Confectionery-Ice Cream World*. Edward H. Davis publishes the three business papers.

'Parents' ' Marks Birthday

As a memento of its 20th anniversary, *Parents' Magazine* is distributing to the trade ceramic tiles, suitable for use either as paper weights or as hot plates. The 4¼-inch plaque, designed by the magazine's art department and executed by the Vanderlaan Tile Company, features a brightly colored design of a small child holding a pet cat, with a border announcing the publication's china anniversary.

Darling Promotes Parke

L. A. Darling Company, Bronson, Mich., has promoted Al Parke to sales promotion manager. Mr. Parke is in charge of the development of standard Darling displays, as well as made-to-order displays for retailers and national advertisers.

Agricultural Leaders' Digest

EXTENSION AND VOCATIONAL PROGRAMS FOR FARM AND HOME

50 Million Opportunities to Get Your Product "Talked About"

Agricultural Leaders make over fifty million farm contacts each year. Be sure these influential leaders know about your products to implement the farm practices and home conveniences they recommend. Agricultural LEADERS' Digest reaches all 30,000 men and women leaders serving six million farm families. *Ask for Market and Merchandising Data Folder.*

AGRICULTURAL LEADERS' DIGEST
139 N. Clark St., Chicago 2, Ill.

PUBLISHED EXCLUSIVELY FOR LEADERS IN AGRICULTURE AND HOME ECONOMICS

NEW NAME... that's all.

We are starting the new year with a new name. The same boss . . . the same cameramen . . . the same plate-makers . . . the same pressmen . . . all giving the same minute care to every detail that goes into your better offset printing. Our address is the same too . . . 57 West Grand Avenue, Chicago 10. Telephone number? Same: Whitehall 5957. The only change is the name on the door From now on we will be known as . . .

The Veritone Company

FINE OFFSET LITHOGRAPHY

Formerly C.M.&H. Offset Printing Company

DECEMBER ADVERTISING LINAGE IN FARM PUBLICATIONS

FARM MAGAZINES

	Total Advertising 1946 Pages	1946 Lines	1945 Pages	1945 Lines	Commercial Display Excluding Poultry, Livestock and Classified 1946 Lines	1945 Lines
Capper's Farmer ..	49.5	33,681	46.4	31,525	32,063	30,336
Country Gentleman.	72.1	49,042	78.7	53,538	46,476	50,850
Farm Journal	79.3	34,016	80.6	34,598	31,371	32,355
Progressive Farmer:						
Carolina-Va. Edition	56.0	40,807	53.2	38,751	37,174	35,931
Ga.-Ala.-Fla. Edition	55.2	40,254	51.7	37,644	36,392	34,764
Ky.-Tenn.-W. Va. Edition	52.5	38,247	49.7	36,235	34,886	33,990
Miss.-La.-Ark. Edition	53.1	38,680	47.6	34,699	35,139	32,267
Texas Edition ...	55.2	40,246	50.6	36,890	36,278	33,513
*In all 5 Editions..	46.8	34,117	43.9	32,028	31,547	30,284
*Aver. 5 Editions..	54.4	39,647	50.6	36,844	35,974	34,093
Southern Agriculturist	38.8	27,150	35.3	24,670	25,301	22,760
Successful Farming.	72.9	32,821	76.0	34,183	30,833	32,197
Total Group 584.6		374,944	569.8	362,733	345,913	338,963

FARM PAPERS

	Total Advertising 1946 Pages	1946 Lines	1945 Pages	1945 Lines	Commercial Display Excluding Poultry, Livestock and Classified 1946 Lines	1945 Lines
Monthlies:						
American Fruit Growers	24.1	10,343	14.5	6,251	9,963	5,965
American Poultry Journal:						
Eastern Edition..	63.6	27,311	60.7	26,055	11,904	9,921
Central Edition...	49.4	21,214	47.4	20,368	9,757	8,202
Western Edition..	42.4	18,218	37.2	15,977	8,880	7,624
*In all 3 Editions..	39.0	16,739	33.7	14,498	8,558	7,216
†Better Farming Methods	17.9	7,707	21.7	9,326	7,707	9,326
Better Fruit	15.0	6,300	12.4	5,180	6,300	5,180
Breeder's Gazette..	18.6	8,396	19.6	8,815	5,930	7,071
California Citrograph	26.2	17,584	19.9	13,384	17,353	13,237
Cattlemen, The	83.7	41,065	97.7	35,189	19,761	15,487
Cooperative Digest..	23.0	4,830	21.0	4,410	4,830	4,410
Electricity on the Farm	19.4	6,944	19.4	6,928	6,944	6,928
Farm and Ranch...	36.3	27,445	37.0	28,026	23,768	24,898
Farmer-Stockman..	22.0	16,846	24.0	18,082	15,612	17,064
Florida Grower ...	21.9	14,910	19.8	13,494	14,420	12,953
Kentucky Farmers' Home Journal ...	13.3	10,457	12.3	9,669	8,637	7,941
Michigan Farm News	2.6	5,412	2.0	4,105	5,362	4,060
National Live Stock Producer	9.8	7,152	5.8	4,267	5,702	4,652
New Jersey Farm and Garden	36.3	16,358	33.6	15,151	11,424	13,428
Ohio Farm Bureau News	10.0	4,494	14.0	6,284	4,314	5,988
Poultry Tribune:						
Eastern Edition...	64.4	27,640	69.8	29,931	13,753	14,349
Central Edition..	50.3	21,558	57.9	24,872	12,013	13,850
Western Edition..	41.8	17,911	42.9	18,442	10,829	11,741
Pacific Edition...	43.6	18,715	43.0	18,448	10,946	11,572
*In all 4 Editions..	38.3	16,414	39.4	16,901	10,274	11,369
Southern Farmer ..	4.2	3,364	4.0	3,230	2,849	2,670
Southern Planter ..	37.1	24,579	23.7	16,581	22,831	14,899
Western Dairy Journal	36.5	16,590	30.5	12,820	6,538	6,289
Western Livestock Journal	78.3	32,900	80.6	33,862	12,964	15,036
Total Group 891.7		436,243	872.4	409,147	291,291	274,741
Monthlies—November						
Arkansas Farmer..	11.2	8,481	13.7	10,326	8,481	10,326
Idaho Granger	9.2	10,036	10.8	11,708	10,036	11,708
Nation's Agriculture	7.5	3,411	11.4	5,164	3,411	5,164
Total Group 27.9		21,928	35.9	27,198	21,928	27,928
Semi-Monthly—November						
American Agriculturist	31.9	23,192	30.1	21,925	21,139	19,704
California Grange News	16.6	18,620	25.8	28,924	18,620	28,924
Dakota Farmer ...	41.5	32,028	36.4	28,106	30,395	26,525
Farmer, The	56.5	44,283	54.2	42,490	39,141	37,666
Hoard's Dairyman.	52.0	37,877	48.8	35,548	32,644	31,419
Hoosier Farmer ...	8.5	3,821	7.7	3,473	3,421	2,857
Idaho Farmer	42.6	32,214	44.8	33,835	29,937	31,629
Indiana Farmer's Guide	32.1	25,181	27.8	21,768	19,501	16,862
Kansas Farmer ...	38.2	29,052	34.3	26,051	22,460	21,856
Michigan Farmer..	46.8	35,922	40.5	31,078	32,827	28,494
Missouri Farmer...	6.4	5,052	6.5	5,074	4,746	4,706
Missouri Ruralist...	33.9	25,757	31.5	23,910	22,009	21,278
Montana Farmer ..	40.5	30,773	35.5	26,958	23,543	19,517
Nebraska Farmer..	66.7	50,458	62.3	47,159	44,746	43,032
New England Homestead	41.0	28,725	39.5	27,618	21,999	20,817
Ohio Farmer	53.2	40,854	42.7	32,785	37,768	32,786
Oregon Farmer	35.4	26,786	42.7	32,251	24,509	30,048
Oregon Grange Bulletin	18.0	19,572	16.7	18,172	19,572	18,172
Pennsylvania Farmer	41.3	31,733	37.4	28,689	30,126	26,801
Utah Farmer	29.0	21,969	25.9	19,576	20,693	18,792
Wallaces' Farmer & Iowa Homestead.	60.7	47,577	59.3	46,483	41,797	40,867
Washington Farmer	42.5	32,151	45.2	34,147	29,998	31,941
Western Farm Life.	52.9	41,482	55.2	43,248	23,012	26,286
Wisconsin Agriculturist	48.3	37,867	44.6	34,942	36,594	33,967
Total Group ...1,736.5		722,946	895.4	694,210	631,197	614,904
Bi-Weeklies—November						
Arizona Farmer ..	...	...	...	...	...	...
California Cultivator	43.8	33,142	44.4	33,558	29,913	30,644
Dairyman's League News	10.3	7,468	7.7	5,618	6,024	4,082
Pacific Rural Press:						
Northern Edition.	58.7	44,429	53.2	40,221	39,876	35,102
Southern Edition.	53.6	40,558	50.4	38,144	35,890	33,109
Prairie Farmer	60.0	43,619	55.0	40,398	38,065	35,084
Total Group 226.4		169,216	210.7	157,939	149,768	138,021
Weeklies—November						
aCapper's Weekly..	9.7	21,815	7.3	16,370	16,963	13,233
Weekly Kansas City Star	14.8	36,541	11.6	28,603	26,821	20,623
Total Group	24.5	58,356	18.9	44,973	43,784	33,856
Dailies—November						
Chicago Daily Drovers Journal	28.8	61,377	29.4	62,536	29,131	35,596
Kansas City Daily Drovers Telegram.	33.8	71,926	32.7	69,662	39,577	43,058
Omaha Daily Journal-Stockman ...	39.7	84,446	31.1	66,143	52,813	46,293
St. Louis Daily Live Stock Reporter ..	19.5	41,399	19.6	41,677	28,177	31,102
Total Group 121.8		259,148	112.8	240,018	149,698	156,049

*Not included in totals.
†Bi-monthly 1945.
aFive issues 1946; four 1945.

CANADIAN

	Total Advertising 1946 Pages	1946 Lines	1945 Pages	1945 Lines	Commercial Display Excluding Poultry, Livestock and Classified 1946 Lines	1945 Lines
Canadian Countryman	32.4	22,662	32.2	22,569	17,657	17,409
Country Guide, The.	24.6	17,696	21.7	15,675	17,696	15,675
Family Herald & Weekly Star:						
Eastern Edition..	76.2	76,315	74.1	74,091	50,846	51,827
Western Edition..	66.2	66,237	60.6	60,610	47,617	45,422
Farm & Ranch Review	17.6	12,638	15.3	11,029	11,653	9,866
*Farmer's Advocate & Home Magazine	31.8	22,245	32.3	22,592	17,527	18,026
Farmer's Magazine.	29.4	20,552	27.5	19,227	13,342	12,259
*Free Press Prairie Farmer	98.4	110,657	42.6	47,911	60,569	37,476
a*Western Producer	41.9	44,849	50.3	53,835	21,211	28,080
Total Group 418.5		393,851	356.6	327,539	258,118	236,034

*November linage.
aFour issues 1946; five 1945.

Farm Paper Ad Linage Up 5.5%, AA Survey Shows

CHICAGO—Farm publications reporting for November and December had a 5.5% linage increase, ADVERTISING AGE's latest monthly survey of farm paper linage shows.

Farm magazines' December issues carried 374,944 lines, 3.4% more than the 362,733 reported for December last year. December monthlies carried 436,243 lines, 6.6% more than the 409,147 carried the same month last year.

The greatest year-to-year gain was reported for November issues of farm weeklies, which increased their linage 29.8%, from 44,973 to 58,356. The only decrease was for monthlies reporting for November. Their volume of 21,928 lines was 19.4% below the 27,198 carried in November, 1945.

November semi-monthlies ran 722,946 lines, 4.1% more than the 694,210 in November, 1945. November bi-weeklies, carrying 169,216 lines, were 7.1% above the 157,939 last year. November dailies were 8% ahead of the previous November, 259,148 lines to 240,018.

Canadian farm papers carried 393,851 lines, 20.2% more than the 327,539 reported a year ago.

Norwich Papers Up Rate

Bulletin Company, publisher of the *Bulletin* and *Record*, Norwich, Conn., has increased the sale price of the papers to three cents a copy. The *Sunday Record* now sells for seven cents per copy.

Jefferson-Travis Made a Subsidiary of Emerson

Jefferson-Travis, Inc., New York, manufacturer of marine radio and radio telephone equipment, has become a wholly owned subsidiary of the Emerson Radio & Phonograph Corporation, New York maker of small radios. Robert C. Berner, an officer of Emerson, has been elected president of the subsidiary company. Col. Harold H. Lloyd, formerly director of special products division of Emerson, has been appointed general manager. A. L. Plager, formerly director of contract termination of Emerson, has been named secretary and treasurer, and Ray Friedman has been appointed in charge of sales.

Chinese Daily Appoints

Ta Kung Pao, largest daily newspaper in China, with editions appearing simultaneously in Shanghai, Chungking and Tientsin, has appointed Pan American Publishers Representatives, 17 E. 42nd St.; New York, as exclusive representative.

Opens PR Office

Hill & Knowlton, New York public relations firm, has opened a Washington office at 211 National Press building. Bert C. Goss, public relations director, Aircraft Industries Association and Washington partner of Hill & Knowlton, is in charge.

Schwalb Joins Lefton

Walter J. Schwalb, formerly associate sales promotion manager of E. R. Squibb & Sons, New York, has joined Al Paul Lefton Company as package goods marketing specialist.

Ethyl Corp. Runs 'Reader' Drive

NEW YORK—Ethyl Corporation, bedeviled by a lead shortage which has made shipment of ethyl fluid to the companies using it for anti-knock compounds uncertain, is currently running a "reader" campaign in ten papers in the oil field.

The campaign, slated for 24 advertisements, features reader type, with the first words set in bold face: "We'd feel kind of silly if we wrote a big advertisement about restrictions on metallic lead and by the time it was printed the restrictions had been lifted or drastically modified. So we're just running one little paragraph to remind you that up until 5:30 p.m. (EST) Nov. 9, 1946, there hasn't been any such delightful news . . ."

Batten, Barton, Durstine & Osborn is the agency.

Meyer Promoted

N. H. Meyer, manager of the hospital sales division, has been appointed manager of the market research department of Parke, Davis & Co., Detroit.

Gives Video Call Letters

FCC has authorized the use of the call letters of WGNA for WGN's new Chicago television station and the call letters of WGNM for its mobile unit.

Rounds Up Trade News

"Business Round-Up," 165 Broadway, New York 6, is a new service offering a monthly digest of news and comments of business papers and trade publications.

Bendix, Telecoin Charged by U. S. in Anti-Trust Suit

NEW YORK—The Department of Justice last week filed for an injunction against Bendix Home Appliances, South Bend, and Telecoin Corporation, New York coin machine company, to restrain them for alleged illegal and monopolistic agreements.

The government charges that Telecoin has an exclusive agreement with Bendix for the use of Bendix machines in rental establishments. In a conventional rental establishment, a housewife may wash her laundry in a Bendix machine by placing coins in the slot. The government says veterans have been unable to enter the rental field because of the Telecoin agreements.

Further, the chief of the anti-trust division in the New York area said, veterans have not been able to go into servicing automatic washing machines, since Bendix contracts provide that only Bendix parts may be used in repairs.

Hits Distribution Policy

The government also attacked Bendix' "highly restrictive distribution policy" which allegedly fixed wholesale and retail prices at "high and unreasonable levels" which made the public pay $65,000,000 for machines from 1937-45 while distributors paid $26,500,000 for the machines. In 1941, the government alleges, Bendix sold its deluxe model to distributors for $81, dealers paid distributors $125 for the model, and the public paid $189.50 (including $10 for delivery, installation and service for a year).

In defending the company's practices, Judson S. Sayre, Bendix president, said the distribution agreements used were almost universal in the home appliance distribution field, and that Bendix products have been sold under state fair trade laws expressly permitted by the Miller-Tydings amendment to the Sherman anti-trust law.

Names Goldgar Agency

National Home Products, Inc., Danville, Pa., and New York, has appointed Mike Goldgar Company, New York, for newspaper, magazine and radio advertising on three new products—cream shampoo, lanolin toilet soap, and hair dressing for men. The schedule will include color pages in Sunday supplements, small space in dailies, and participation on three cooperative shows, supported by extensive use of one-minute spots.

Elects Eggerss

Hans A. Eggerss, executive vice-president of Continental Can Company, New York, has been elected president. Carle C. Conway, who has been acting both as chairman of the board and as president, will remain as chairman and chief executive officer.

'AVC Bulletin' Picks Ad Manager

NEW YORK—The *AVC Bulletin*, national publication of the American Veterans Committee, has appointed Miss Marian MacAdam, formerly with the advertising staff of *Trusts & Estates*, as advertising manager. Miss MacAdam served as a Wac captain in Washington and London during the war.

The *AVC Bulletin*, a tabloid-size, semi-monthly, established in April, 1944, has a press run of 110,000 reaching the full membership of the World War II veterans' organization. The publication's advertising rate, based on a guaranteed paid circulation of 75,000, is 52 cents per line. A rate card setting up full page and other rates is to be issued shortly.

Editorial and business offices of the *Bulletin* are in AVC's national headquarters at 1860 Broadway.

Offers Radio Scholarship

Station WMT, Cedar Rapids, has established a $1,000 farm radio journalism scholarship to be awarded each spring to a junior journalism student of Iowa State College. Each year the winner of the scholarship will spend the summer working in the farm department of WMT.

To Kirkland-White

Kirkland-White & Co., Atlanta, has been appointed to handle the advertising of the six publications of the W. R. C. Smith Publishing Company, Atlanta, effective Jan. 1.

"——and you are what WFDF Flint calls a Dog Face?"

YOU CAN'T NET MUCH IN SOFT SHELL (Ky.)!

Soft Shell (Ky.) is a real town, alright, but it certainly offers very few sales opportunities for sea food (or anything else). The best sales territory in these parts is the area around *Louisville*. That's why WAVE is so proud and happy about its coverage. Actually, WAVE's listening area gives you 51.9% as much retail sales as Kentucky's *total*. That's why we suggest you harden your heart to Soft Shell, and fish where the fishing's *good!*

LOUISVILLE'S WAVE
NBC AFFILIATE . . 5000 WATTS . . 970 KC
FREE & PETERS, INC.
National Representatives

THE Progressive Farmer
1,000,000 SUBSCRIBERS — 3,860,000 READERS

FIRST in the SOUTH

IN READERSHIP and PREFERENCE, The Progressive Farmer is away out in front of all publications read by the South's farm families.

In the South, The Progressive Farmer leads the next magazine by 47% in number of regular-reader farm families and by 99% in number of regular-reader farm families who name it their favorite magazine.

And farm families of the South today rank higher in national averages than ever before in history, when measured by such yardsticks as farm income . . . farm tenure . . . size of farm . . . size of home . . . education, and other quality factors.

All of this is proved by the results of a new, personal-interview survey of a representative sample of the entire farm population of the 14 Southern states recently completed by Crossley, Inc., for The Progressive Farmer.

Every advertiser and agency, interested in the Rural South's nearly $6 BILLION buying power, should have a copy of "THE FARM FAMILY OF THE SOUTH TODAY"—a 24-page book of facts Crossley discovered about the New South.

SEND FOR THIS BOOK OF FACTS IT'S FREE!

The South Subscribes to The Progressive Farmer

Advertising Offices: BIRMINGHAM, RALEIGH MEMPHIS, DALLAS, NEW YORK, CHICAGO
Pacific Coast: Edward S. Townsend Co., San Francisco, Los Angeles

THE PROGRESSIVE FARMER
821 North 19th Street, Birmingham 2, Ala.
Gentlemen: Please send me today, without charge, a copy of "The Farm Family of the South Today."
Name .....
Firm Name .....
Street Address .....
City ..... State .....
2A

ADVERTISING MANAGER WANTED

To head department for The Lennox Furnace Company, world's largest manufacturer of warm air furnaces for home heating. Will have complete charge of the creation and production of all advertising including dealer and consumer printed material and cooperative newspaper campaigns. If you combine managerial ability with ability to create and think in terms of sales promotion, this is an unusual opportunity to develop and expand present small department and to become important executive in our sales effort. Department located at Marshalltown, Iowa, but manager responsible for and must coordinate under his direction advertising requirements for similar Lennox plants located at Columbus, Ohio, and Syracuse, New York. Experience in furnace business unnecessary. Substantial salary to man with proper qualifications and experience. Write to Edward C. Booth, Treasurer, Lennox Furnace Company, Marshalltown, Iowa, giving all details.

CREATIVE COPYWRITER

for medium-size Southwest agency to work on food, transportation, and industrial accounts. State experience, age, salary required.

Box 6626, ADVERTISING AGE
100 E. Ohio St., Chicago 11, Illinois

COPYWRITER
who wants to "Go Places"

Opportunity to develop increased earnings, future security as account executive with one of midwest's most progressive "ten man" advertising agencies. National accounts, well-organized operation. Attractive "home-type" city, pleasant working conditions. Must be natural, versatile writer, sound thinker, reliable worker with proven ability. Sell yourself in first letter. Enclose picture and representative samples.

Box 6627, ADVERTISING AGE
100 E. Ohio Street, Chicago 11, Illinois

Advertising Manager Available

Sales minded package food man with 20 years in Advertising and Sales Promotion. Sales management experience plus knowledge of media and methods enables him to team up advertising with sales effort. Change necessary due to sale of company. Earnings substantial but opportunity offered will be first consideration. Chicago territory preferred.

Box 6628, ADVERTISING AGE
100 E. Ohio St., Chicago 11, Illinois

SALESMAN-ORGANIZER

Business service organization of high standing requires man to organize sales training groups in retail stores. Must travel extensively. State fully experience, education, reason for interest in this job and salary expected.

Box 6629, Advertising Age
330 W. 42nd Street
New York 18, N. Y.

— The Advertising Market Place —

The rates for this department are as follows: "Help Wanted," "Positions Wanted," "Representatives Wanted," and "Representatives Available," 50 cents a line, minimum charge $2. Figure bold face heads 25 letters and spaces per line; light bodyface 34 per line. Box numbers add two lines. Terms cash with order. Forms close Thursday noon, 11 days preceding publication date. Display advertisements take card rates.

HELP WANTED

FRED J. MASTERSON
Advertising & Publishing Personnel
Placements of all types with leading organizations
185 N. Wabash Ave., Chicago

YOUNG RESEARCH MAN
grounded in retail merchandising, statistics and accounting. Knowledge of visual presentation of statistics, by national association.
Box 8623, ADVERTISING AGE
100 E. Ohio St., Chicago 11, Ill.

PUBLISHERS' REPRESENTATIVE
wanted—travel Mid-West territory. National and sectional industrial publications. Prefer man under 40, aggressive and active. Write full particulars, furnish photo.
Box 8626, ADVERTISING AGE
100 E. Ohio St., Chicago 11, Ill.

SMART CLASSIFIED MANAGER
Experienced man, prefer veteran, for 35,000 circulation paper in North Central State. Write giving complete details, including salary required. Excellent opportunity for aggressive person.
Box 8638, ADVERTISING AGE
100 E. Ohio St., Chicago 11, Ill.

ADVERTISING AGENCY COPY WRITER
Young man with ideas and experienced in writing trade journal, newspaper and direct mail copy. Opportunity to grow with AAAA agency handling important national accounts and now expanding its Cleveland staff. Man we want is not looking for job but seeking better opportunity for future and stepping stone to account executive's job. Write giving complete experience, education, personal qualifications and salary. Be prepared to submit samples of work.
Box 8639, ADVERTISING AGE
100 E. Ohio St., Chicago 11, Ill.

LOCAL SPACE SALESMAN
To handle local accounts in North Central Community of 28,000. Must have had at least two years newspaper advertising experience. Prefer veteran. Outline experience and salary required.
Box 8641, ADVERTISING AGE
100 E. Ohio St., Chicago 11, Ill.

MAIL ORDER SPECIALIST
One of our clients, a large Midwest department store, plans to establish a mail order department. They are willing to pay good wages to a capable, experienced manager. Please write giving full information and references in your first letter. BOZELL & JACOBS, 1010 Hearst Bldg., Chicago, Ill.

PERSONAL
To someone's GOOD secretary who would like to get away from the hustle, bustle, rustle and justle of the city. Ad manager of farm paper NEEDS you. Located in town of 3,000. Salary not as much as you're probably getting now, but your net after expenses might be more. And just think of those extra 20 winks you could get by not having to catch the 6:40 train. Write your experiences, etc., and we'll reciprocate with details. P. O. Box 231, Spencer, Indiana.

HELP WANTED

If you are a highly experienced publicity and public relations man, with knowledge of the lumber business or related fields, a permanent position is open to you at the Home office (in an attractive Southern city) of one of the best known lumber concerns engaged in world-wide trade. We are seeking a thoroughly experienced and competent man, with demonstrated ability, to assume full charge of sales promotion and public relations. This man must be a self-starter, alert, progressive and capable. Must be free to travel and must know "his way around" in the large centers. To such a man we offer a salary commensurate with his ability. Apply by letter, giving complete details of experience, which will be held in strict confidence.
Box 8640, ADVERTISING AGE
100 E. Ohio St., Chicago 11, Ill.

ADVERTISING & PUBLISHING ALL TYPES OF POSITIONS
Placements anywhere in the United States
GEORGE WILLIAMS—Personnel
209 S. State St., Har. 2063, Chicago

POSITIONS WANTED

MAN FRIDAY—What can I do for you in Southern Calif.? Exp. adv. man. Writing, planning, merchandising, representation, agency branch. Have attractive offices. Les L. Finkle, 408 S. Spring, Los Angeles.

ADVERTISING PRODUCTION
Agency experience. Available now.
Box 8632, ADVERTISING AGE
100 E. Ohio St., Chicago 11, Ill.

ASSISTANT TO ADV. MGR.
Young man with good general knowledge of advertising, can write copy. Understand art & photography.
Box 8644, ADVERTISING AGE
100 E. Ohio St., Chicago 11, Ill.

'47 COMBINATION MODEL SECRETARY-WRITER, S. FRANCISCO
Tested quality — durable—versatile. Satisfactory service guaranteed. Offers Proof Positive.
Box 8642, ADVERTISING AGE
100 E. Ohio St., Chicago 11, Ill.

SALES-MINDED ADV. MAN
35, for Planning, Copy, Contact, Production, Media. Agency or Mfr., see this man!
Box 8643, ADVERTISING AGE
100 E. Ohio St., Chicago 11, Ill.

MISCELLANEOUS

COPY WRITING
on free lance basis. Effective copy for all types of advertising.
Box 8646, ADVERTISING AGE
100 E. Ohio St., Chicago 11, Ill.

ART STUDIO ORGANIZATION
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Heavy Pay-offs Give Disc Jockey Shows Bright Lure

Battle for Big Names Looms in Lucrative Participation Field

By RICHARD K. DOAN

NEW YORK—A listener recently chided Arthur Godfrey about the large doses of whimsical patter he dishes out between platters on his six-mornings-weekly ad-lib stints for WCBS, key CBS station here, and WTOP, the network's Washington outlet.

Next morning Godfrey, retaliating, played straight disc jockey—just commercials and records. As his hour and three-quarters on WCBS ran out (his hour and 10 minutes on WTOP follows this), Godfrey groaned: "I don't know about you, but I'm so sick of listening to records I can't see."

Godfrey, however, isn't suffering financially. Nor are an increasingly large number of his ilk. The participation boys—be they disc jockeys, ad-libbers, storytellers, interviewers, "philosophers"—are cleaning up. The income which more and more of them are piling up from their cuts in participating sponsors' divvies has reached five and six-figure peaks sufficient to make a large number of station managers, network vice-presidents and other radio industry executives green-eyed, and many an ad manager watery-mouthed.

New York Shows Trend

A look at the New York scene, admittedly more lucrative than other localities but indicative of the trend, shows:

WHN (independent) with Ted Husing, who resigned a $27,000 job as CBS's top sports announcer, disc-jockeying under a deal which will net him up to $250,000 yearly (AA, Nov. 11).

WJZ (ABC key station) with Galen Drake, who philosophizes between records of mornings, runs a "Housewives' Protective League" of afternoons (he now also has a network program), pulling down something in excess of the $75,000 to $100,000 annually which the station's breakfast-table team, the Fitzgeralds, are reputed to earn.

WNBC (NBC key station) with Mary Margaret McBride, veteran interviewer - commentator, whose 13 sponsors net her a total of about $100,000 yearly.

Block's a Millionaire

WNEW (independent) with Martin Block's "Make Believe Ballroom," which has made a millionaire of this disc jockey (who currently is setting up a similar record show for KFWB, Hollywood).

WOR (Mutual key station), one of the pioneers in the participation field, with Dorothy (Kilgallen) and Dick Kollmar, whose breakfast - table chatter brings them "more than" $75,000 annually.

WMCA (independent) with its new "Mr. and Mrs. Music" disc jockey team of Andre Baruch and his singer wife, Bea Wain (AA, Dec. 2), who are expected to clean up at least $150,000 on this local show and may run their earnings to four times this figure on a plan to record their stuff for sale to other stations.

WCBS with Arthur Godfrey, whose annual income, reportedly in excess of $200,000, comes partly from his network "Talent Scout" program (as yet unsponsored) but mainly from his long "iron man" grinds for participating sponsors on Columbia's New York and Washington stations.

These are not all of the heavy money-makers, and represent only a fraction of the participation-sponsored radio performers who are cutting themselves healthy slices of the radio pie. (More than 50% of WOR's daytime programming, for instance, is on a participation basis.) The grind is long as air-time goes—Husing and the Baruchs each put in 3½ hours daily six days a week before the mikes—but the minutes are golden. Husing nets $300 on the sale of six quarter-hours per week; as of last week he had an even dozen sponsors.

Many of the long-standing participation programs are doing a capacity business. WOR's "Dorothy and Dick" not only is sold out, but has a waiting list of would-be sponsors.

Many of the long-standing programs are comparatively little known outside their loyal circles of listeners. One of these is WOR's Alfred W. McCann, whose program has been going since 1927, making it perhaps the oldest participation offering extant. Golden Blossom Honey once handed him a 99-year contract (it was voided, however, when the station changed hands before the war).

Big Names Attracted

What is heightening general interest in the field is its growing attraction for Big Names. Lo, the poor disc jockey, having become a plush performer instead of a drone one step removed from station officeboy, is in a suddenly coveted spot. The personalities eyeing his position with a "move over" look include, according to a recent trade report, none other than Milton Berle. Several stations, including WNEW, are said to be angling for Names to spin records against Husing and Mr. and Mrs. Baruch.

There's a reason, of course, why advertisers are willing to line the pockets of the participation people with sponsor spoils. These programs pay off—a fact which their stars often are not averse to crowing about on the air—and the product sales response in any number of cases has been both immediate and highly satisfactory, if not sensational.

In the case of ad-libbers like Godfrey (as distinguished from disc jockeys whose listener pull rests chiefly in their record playing) the intimate plugging of products, usually accompanied by implied or actual personal endorsement, does the trick.

National Advertisers Lead

Typical of testimony of many participating sponsors was that received by WCBS recently from the Durham-Enders Razor Corporation, which used the Godfrey program for some months. The firm reported several instances of jobber and wholesaler orders traceable directly to the radio advertising.

"We have, of course, received many requests from retailers for the Enders Speed Shaver and these requests we can trace directly to the radio program," wrote D. H. Henderson, Durham-Enders vice-president. "We believe that this (advertising) is money not well spent, but well invested."

Recent WOR promotion for its Martha Deane program for women, one of the station's many daytime participation features, bore the testimony of the O'Cedar Corporation that Miss Deane's commercials "successfully—and in an amazingly short time—established our product in Greater New York."

National advertisers are in heavy preponderance as compared with local firms among users of participation shows. Of Husing's first dozen sponsors, only two are local. Seven of Galen Drake's eight sponsors are national advertisers.

If You Dislike Love in Letters Join SFADIBL

CHICAGO — Love may triumph over everything else but it will never surmount the obstacle placed in its path by E. Willis Jones, advertising consultant and designer. In fact, Mr. Jones doesn't think there is much love when it comes to the ambiguous salutation, "Dear Mr. So-and-So," found in most business correspondence.

For others who look with jaundiced eye on this breath of romance, Mr. Jones has thoughtfully organized The Society for Abolishing "Dear" in Business Letters. If they have the same feelings toward the word as Mr. Jones ("Why not simply drop the 'Dear' and address the man without making love to him") they can, if they like, stick stamps on their correspondence which say heartily, "Let's drop 'Dear' in business letters! (Are You With Us?)"

If they are with him to the extent that they want to spend one dollar for 360 stamps, Mr. Jones will be delighted to send them the stamps. On the other hand, he makes it equally clear that the SFADIBL is strictly an avocation and that he doesn't expect it to become actually a business venture.

SFADIBL was launched when Mr. Jones, fed up with being "deared" in correspondence, was so audible in his denunciation of the practice that friends challenged him to do something about it. Whereupon he designed the stamps, mailed out letters to 700 hand-picked addressees. To what extent the movement will spread he does not predict, but he suspects that "dear" may take a terrific beating before the SFADIBL slows down.

Seagram to Promote 3rd Sportsman's Calendar

Seagram-Distillers Corporation, New York, will promote the 1947 edition of its full-color Sportsman's Calendar, the third in a series, in page advertisements in outdoor magazines, offering it for the cost of mailing and handling, by complimentary personalized mailings to approximately 15,000 sportsman's clubs, and by individual distribution to sportsmen acquaintances. The new calendar, 14x20 inches, has been lithographed in full color with six original illustrations painted from real life by Paul Bransom, William J. Schaldach and Lynne Bogne Hunt.

The 1945 and 1946 edition received requests from "hundreds of thousands" throughout the world, the company reports. Warwick & Legler, New York, handles the account.

WLOW Names Forjoe

Forjoe & Co. has been appointed national representative of Station WLOW, 1,000-watter in Norfolk, Va.

FIRST—That's the Bendix home color-television receiver, the first commercial model of its kind. Looking it over during its first public demonstration in New York (AA, Dec. 9) are A. E. Raabe (seated), vice-president of the Bendix Aviation Corp.; W. P. Hilliard (standing at left), general manager of BAC's Bendix Radio division, and Charles Marcus, vice-president in charge of engineering for Bendix aviation.

Ingersoll Utility Unit Ad Campaign to Hit $250,000

CHICAGO—Ingersoll Steel division of Borg-Warner Corporation will spend about $250,000 in the first advertising campaign for its home utility unit, and more if production increases later in 1947 as expected.

The drive for the $1,500 utility unit, which includes all plumbing and most fixtures for kitchen, bath, laundry and heat control, and for Ingersoll's KoolShade sun screen and StormShade window sash, will include spreads and page ads in 27 consumer magazines and trade publications (AA, Dec. 16).

The mass-produced utility unit, to be sold direct to builders and contractors only, has had widespread publicity since it was first announced to the trade a year ago. With builder, architect and union education the first consideration, emphasis has been placed on definition of the unit's place in the regular building field. Ingersoll officials told AA they may later advertise the unit in local newspaper copy, but this will await development of a buyer's market.

To Sell 25,000 in '47

The company this year has sold about 500 units, but expects to sell a minimum of 25,000 next year. The biggest restraining influence to date has been winning acceptance under local building codes. Officials declared that this has been successful, largely because an effort was made to cooperate with American Federation of Labor building trade unions. The unions, it is said, in most cases have agreed to aid in obtaining changes in building codes and to install the units.

To distribute the units, Ingersoll has formed local companies to market, install and service them. Those selected to head the distributing companies include architects, general contractors, specialists in multiple-family dwellings and specialists in other building lines in which the units may fit.

Will Enter 50 Markets

Twenty distribution organizations have been formed, and will market and control installation in all areas until production greatly expands. An additional group of about 30 distributors will be formed later. The unit has already been classified as acceptable under building codes and by unions in 45 cities, including Chicago, New York, Cleveland and Pittsburgh. The primary market is composed of so-called operative builders—those who build to sell a large number of homes.

Ingersoll's unit currently is equipped with stoves made by A-B Stove Company, Grand Rapids, Mich., and with Borg-Warner's Norge refrigerators. The division recently added plant facilities with which, beginning early in 1947, it will make its own bathtubs and kitchen sinks, now supplied by outside manufacturers.

Washer Not Included

With these major appliances, heating unit and other equipment the unit sells for $1,500. The price does not include washing machine or lead-ins from the street.

Emphasis is placed on the ease and quickness with which the unit may be installed—at a consequent saving in labor; on the fact that it permits each family in a multiple-dwelling unit to regulate its own heating; the saving in space and related equipment (no chimneys or basements are needed); on variety of floor arrangements permitted; savings for home buyers on short-term financing, and many other features.

Trade Development Corporation here handles the account.

FCC Stamps Okay on Third Raleigh Station

FCC last week proposed a third radio station for Raleigh, N. C., to be owned by Josephus Daniels' News and Observer Publishing Company. At the same time, it planned to reject the conflicting request from Capital Broadcasting Company for a station in nearby Greensboro.

FCC felt the newspaper character of the Raleigh application was more than offset by the fact that it would serve twice as many people as its Greensboro rival. Both cities currently have two stations.

Celex to Isaacson

Celex Products Corporation, New York, manufacturer of women's, misses', teen's and children's raincoats, has named Robert Isaacson Associates, New York, to conduct a trade and national consumer advertising program.

Boyle-Midway Shifts Old English, Black Flag

Boyle-Midway, Inc., New York, household products division of American Home Products Corporation, has appointed W. Earl Bothwell Advertising Agency, Pittsburgh and New York, to handle Old English waxes and polishes, and Black Flag insecticides, in addition to the Boyle-Midway products now handled by the agency. These were formerly placed by Dancer-Fitzgerald-Sample. Bothwell will also handle Boyle-Midway Ltd., Canada. The switch takes place effective Jan. 1.

Appoints Manning

John F. Manning Jr., formerly station manager of Station WHDH, Boston, has joined Chambers & Wiswell, Boston agency, to handle new business.

Carney Joins Collier

Frank Buffington Carney, formerly with Roche, Williams & Cleary, Chicago, has joined the copy staff of Holder Morrow Collier, Inc., Chicago.

NO TYPE USED IN THIS AD

Anyone, anywhere can set type this new, practical way. Fast, economical—just the thing for heads or complete ads. Cardboard letters are automatically aligned when set into Fototype composing stick. No metal type, no messy ink, no impressions to pull. Over 75 popular types to select from, each packed in a compact, refillable leatherette case.

New 24-Page Type Catalog FREE!

FOTOTYPE CHICAGO

1415 ROSCOE ST., CHICAGO 13, ILLINOIS

Stake your claim in . . .

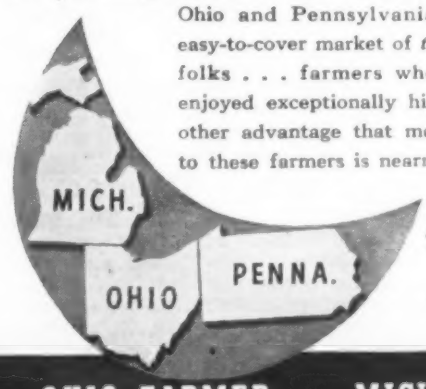
The Golden Crescent

● In lining up markets, as in the gold fields, there's a big advantage in getting there among the first and in the right place. That's why you find many alert merchandisers "panning pay dirt" in *The Golden Crescent*—a lucrative, ready-to-buy section of the farm market.

The Golden Crescent—comprising the states of Michigan, Ohio and Pennsylvania—is a compact, easy-to-cover market of *three million* farm folks . . . farmers who for years have enjoyed exceptionally high incomes. Another advantage that means more money to these farmers is nearness to their own markets, with short hauls, low costs and consequently higher profits. *The Golden Crescent* averages 781 marketing centers per state, compared to the 349 U. S. average.

Putting your sales story before these brand-conscious farmers is inexpensive, for three farm papers—MICHIGAN FARMER, OHIO FARMER and PENNSYLVANIA FARMER—reach two-thirds of them. And these are *the* home and farm papers, trusted friends and buying guides for farmers in *The Golden Crescent*.

For more sales, to meet higher production costs, look to *The Golden Crescent!*



The Golden Crescent

"Your distribution may be national, but your selling is always LOCAL"

Copyright 1946, Capper-Harman-Slocum, Inc.

OHIO FARMER • CLEVELAND • MICHIGAN FARMER • DETROIT • PENNSYLVANIA FARMER • HARRISBURG

Agency Names Dr. Nolen

Dr. Herman C. Nolen, professor of marketing and business organization at Ohio State University, has been named marketing consultant for Hanly, Hicks & Montgomery, New York.

Marks & Neese Boosts 2

Earle L. Bezard and Margaret B. Burrichter have been elected vice-president and secretary-controller, respectively, of Marks & Neese Advertising, Jackson, Miss.

Appoints Voran A.M.

S. E. Voran, formerly account executive of Fuller & Smith & Ross, has been appointed advertising manager of Parker Appliance Company, Cleveland.

MULTIGRAPHING – FILLING-IN
ADDRESSING – MIMEOGRAPHING
THE LETTER SHOP, Inc.
431 S. Dearborn St., Chicago 5, Illinois

Florence Stove Boosts 3

Florence Stove Company, Gardner, Mass., has promoted Harvey E. Golden, general sales manager, to vice-president, succeeding Henry H. Morse, who has retired after 22 years with the company. Mr. Golden joined Florence in 1926, and was manager of the midwest sales division in Chicago before becoming New York division sales manager in 1929. He has been general sales manager since 1941. Robert H. Taylor, New York division sales manager, will succeed Mr. Golden, and George A. Quinlan, representative in the Chicago area, will become Mr. Taylor's successor.

Joins Rodgers & Brown

Irene Winston, interior designer, has joined Rodgers & Brown Advertising, New York, as account executive.

Perquette to Gravenson

Gravenson Company, New York, has been named to handle the advertising of Perquette Company, blouse manufacturer, New York.

YOU MAY BE ABLE TO "STILT" ACROSS NIAGARA*—

BUT— YOU CAN'T DO MUCH IN WESTERN MICHIGAN WITHOUT WKZO-WJEF!

And here's some tangible proof, from C. E. Hooper! From 8 a.m. to 12 noon, Mondays through Fridays, WKZO-WJEF have a 34.0% "Share of Audience" in Grand Rapids—Kalamazoo . . . all other CBS stations have 11.2% . . . all ABC stations have 22.5% . . . all NBC stations have 24.0%!

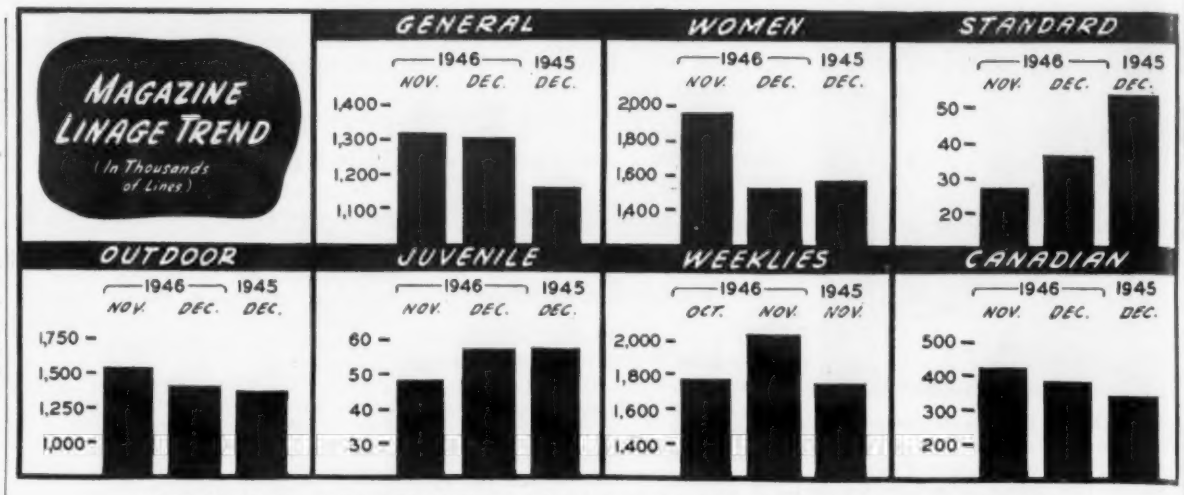
Yes, and our afternoon and night-time figures are actually *better!*

We'd be happy to send you the complete Report — or just ask Avery-Knodel, Inc. It's just as we said at the start — you may be able to walk stilts across Niagara Falls, but you can't do much in Western Michigan, without WKZO-WJEF!

*Charles Blondin did it on a tight-rope, on Sept. 14, 1860.

WKZO FIRST IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)
WJEF FIRST IN GRAND RAPIDS AND KENT COUNTY (CBS)

Both owned and operated by Fetzer Broadcasting Company
Avery-Knodel, Inc., Exclusive National Representatives



DECEMBER ADVERTISING LINAGE IN NATIONAL MAGAZINES

	1946 Pages	1946 Lines	1945 Pages	1945 Lines
GENERAL				
Ace Fiction Grp.	8.1	1,810	7.9	1,776
American Magazine	77.3	32,459	84.0	35,299
American Forests	11.0	4,620	10.7	4,494
American Home	53.9	34,081	63.1	39,870
American Legion	28.0	11,724	37.7	15,791
Asia & the Americas	4.2	1,786	2.8	1,212
Better Homes & Gardens	87.6	55,359	67.7	42,758
†Christian Herald	29.6	12,677	30.4	12,770
Columbia	3.9	2,628	9.5	6,491
Cosmopolitan	92.3	39,591	106.0	45,516
Dell Detective Grp.	19.9	8,537	23.8	10,210
Dun's Review	50.0	21,437	41.1	17,649
†Elks	11.5	4,947	15.7	6,581
Esquire (Natl.)	248.6	167,076	184.3	123,825
Extension	21.9	15,062	20.7	14,840
Fortune	186.9	118,105	205.5	129,876
Grade Teacher, The	13.3	5,874	18.3	8,053
a*Holiday	66.0	44,855	....	.....
House Beautiful	185.3	117,102	134.3	84,860
House & Garden	135.3	85,513	112.1	70,878
Improvement Era	20.6	8,845	19.0	8,153
Instructor	14.7	10,070	17.5	11,963
Macfadden Men's Grp.	18.5	7,948	27.1	11,614
Mechanix Illustrated	78.1	17,502	63.5	14,261
Motor Boating	90.1	53,006	93.8	55,125
National Geographic	49.0	11,662	33.0	7,854
†Nation's Business	57.6	24,691	79.9	33,557
Nature Magazine	2.9	1,239	2.7	1,135
Pic	46.1	31,365	24.3	16,490
Popular Mechanics	155.6	34,846	139.5	31,256
Popular Publications	17.5	3,912	19.0	4,252
Popular Science	142.2	31,854	140.5	31,474
Redbook	51.1	21,938	61.2	26,254
†Rotarian	11.1	4,772	15.9	6,671
Scientific American	8.7	3,741	19.6	8,406
b*Sport	14.0	6,021	....	.....
Street & Smith All Fiction Grp.	4.5	837	4.5	837
Sunset	61.9	25,996	50.0	21,077
Thrilling Fiction Group	19.1	4,270	19.8	4,424
Town & Country	259.7	174,531	165.7	111,363
True	84.9	36,413	62.3	26,746
Yachting	98.3	57,800	102.9	60,505
Total Group	2,560.8	1,307,626	2,337.3	1,166,166
WOMEN				
Charm	172.3	73,931	174.5	74,860
eFamily Circle	42.6	18,289	44.3	19,003
Glamour	168.3	72,215	179.5	77,005
Good Housekeeping	145.8	62,533	135.3	58,042
Harper's Bazaar	242.6	153,334	198.6	125,515
Holland's	18.7	14,168	22.3	16,854
Household	16.7	11,276	22.2	15,068
Junior Bazaar	78.5	49,612	169.0	106,808
Ladies' Home Journal	143.0	97,205	111.2	75,609
Mademoiselle	235.7	101,102	196.0	84,084
McCall's	90.0	61,194	70.8	48,170
Modern Romances (MM)	37.1	15,930	55.6	23,845
Modern Screen (MM)	47.8	20,506	58.2	24,973
Motion Picture (F)	60.2	25,816	78.0	33,445
Movieland	31.4	13,474	41.6	17,847
Movie Life	32.6	13,982	45.7	19,605
Movie Show	30.1	12,910	39.3	16,853
Movie Stars Parade	32.7	14,010	46.5	19,934
Movie Story (F)	60.5	25,560	72.3	30,995
Movies	32.6	13,982	45.5	19,505
Parents' (N. Y. Metro Ed.)	97.1	41,663	117.8	50,527
Parents' (Nat'l)	90.1	38,659	110.3	47,337
Personal Romances	24.2	10,388	41.4	17,773
Photoplay (Mac)	65.0	27,698	68.7	29,474
Promenade	85.7	36,765	84.1	36,072
Radio Mirror (Mac)	37.0	15,873	44.1	18,931
*Real Romances	17.8	7,657	28.0	12,034
*Real Story	17.8	7,657	28.0	12,034
Screen Guide	28.4	19,336	25.3	17,210
Screenland Unit	60.4	25,891	42.7	18,298
Screen Romances	40.6	17,435	52.7	22,593
Secrets	19.5	8,205	26.0	11,371
Seventeen	140.9	95,827	101.2	68,833
Today's Woman	13.9	5,983	21.3	9,145
True Confessions (F)	56.5	24,230	79.8	34,252
True Experiences (Mac)	39.4	16,912	44.5	19,086
True Love & Romance (Mac)	38.3	16,450	44.5	19,079
True Romances (Mac)	40.8	17,503	46.2	19,830
True Story	63.6	27,298	85.9	36,838
Vogue (2 issues)	296.9	187,622	222.3	140,477
Woman's Day	42.8	18,381	41.6	17,855
Woman's Home Companion	73.5	49,926	69.5	47,225
Total Group	3,073.8	1,573,074	3,176.3	1,590,226
STANDARD				
American Mercury	4.3	777	9.7	1,757
Atlantic Monthly	53.8	22,575	85.0	35,700
Harper's Magazine	58.7	13,966	83.6	19,893
Total Group	116.8	37,318	178.3	57,350
OUTDOOR				
American Rifleman	48.9	20,524	30.6	12,852
Field & Stream	85.3	36,610	82.0	35,192
Fur-Fish-Game	24.5	10,551	23.7	10,149
†Hunting & Fishing	21.7	9,300	27.8	11,694
†Outdoor Life	69.3	29,730	83.0	34,859
Outdoors	15.2	6,403	21.9	9,199
†Sports Afield	66.7	28,634	58.2	24,448
Total Group	331.6	141,752	327.2	138,393
JUVENILE				
†American Girl	14.1	6,054	18.0	7,555
¶*Aviation Adventures & Model Building	6.9	2,644	....	.....
Boys' Life	25.8	17,479	25.4	17,255
¶*Calling All Boys	10.0	3,792	....	.....
†Calling All Girls	29.1	12,209	28.8	10,959
Child Life	13.9	5,841	10.4	4,382
‡Famous Funnies	5.0	1,935	6.0	2,322
Fawcett Comics Grp.	7.5	2,835	7.0	2,646
Open Road for Boys	21.3	8,959	22.7	9,539
¶*Polly Pigtails	10.9	4,135	...	....
True Comics	5.5	2,088	7.2	2,748
Total Group	122.2	57,400	125.5	57,406
WEEKLIES—NOVEMBER				
American Weekly	82.9	82,935	78.6	78,550
Business Week	347.2	145,825	303.2	127,358
Christian Advocate	22.9	9,598	27.5	11,548
fCollier's	309.9	210,710	212.0	144,160
fCue	141.8	60,815	126.9	54,456
Forbes	32.2	13,808	47.5	20,362
Grit	28.6	30,039	52.3	33,333
Liberty	116.7	50,068	174.3	74,765
Life	333.1	226,529	315.0	214,180
Look	95.9	65,211	102.9	69,951
Newsweek	282.8	118,759	305.3	128,235
New York Times Magazine	160.5	136,384	92.1	78,285
fNew Yorker	437.4	187,646	284.7	122,138
e†Pathfinder	39.2	16,838	60.3	25,312
Parade	25.1	17,992	38.8	27,804
fSaturday Evening Post	498.7	339,084	316.9	215,518
fSaturday Review of Literature	111.0	47,608	92.9	39,864
Scholastic	25.9	10,874	37.3	15,682
†This Week Magazine	56.3	47,856	56.3	47,856
Time	323.1	135,700	284.0	119,279
gUnited States News	184.0	77,272	279.8	117,506
Total Group	3,655.2	2,031,551	3,288.6	1,766,144
CANADIAN				
Canadian Home Journal	56.0	38,073	44.3	30,105
Canadian Homes & Gardens	52.8	35,495	32.4	21,771
Chatelaine	57.1	38,837	50.8	34,576
a*Liberty	55.4	23,784	57.0	24,436
Maclean's (2 issues)	87.5	59,489	63.4	43,119
Mayfair	85.1	57,184	85.9	57,728
National Home Monthly	36.3	24,706	36.5	24,850
New World	39.0	26,508	35.2	23,935
Revue Moderne, La	37.8	25,744	24.4	16,580
Revue Populaire, La	36.0	25,168	36.6	25,628
*Samedi, Le	47.4	33,200	41.6	29,087
Total Group	590.4	388,188	508.1	331,815

*Not included in totals.
†Page size changed since last year.
¶First issue published January, 1946.
aFirst issue published March, 1946.
bFirst issue published September, 1946.
cNow published bi-monthly.
ePublished weekly 1945.
fFive issues 1946; four 1945.
gFive issues both years.
‡Includes space in issues sold in combination with *Heroic* and *Jingle Jangle*, bi-monthly.

*November linage.
aFive issues 1946; four 1945.

Squire Appoints Dexter

John P. Squire Company, Cambridge, Mass., manufacturer of pork products, has appointed Dorothy Dexter as home economist. Her services are being promoted in ads in trade publications.

To Hayden Company

Harry Hayden Company, New York, has been appointed to direct the advertising of *Family Circle Magazine*, New York.

Opens Cincinnati Office

John W. Cullen Company, publishers' representative, has established an office in the Enquirer building, Cincinnati, with Hugh C. Robinson, formerly in the Columbus, O., office, in charge.

Names Ellis Agency

Anderson Equipment Company, Buffalo, has named Ellis Advertising Company, Buffalo, to handle its advertising.

KGER Appoints Wynne

Lee Wynne, commercial manager of Station KGER, Long Beach and Los Angeles, has been appointed general manager, succeeding the late C. Merwin Dobyns.

Arcweld Appoints Agency

Arcweld Mfg. Company, Seattle, manufacturer of Foilrapp, has appointed Mac Wilkins, Cole & Weber, Seattle and Portland, to handle its advertising.

Video Prospects Prefer Small Color Sets, CBS Insists

Would Forego Large Monochrome Units at Similar Price

WASHINGTON—According to market surveys reported to the FCC to support the case for color television, non-owners would be willing to spend about the same amount for a small color set as they would otherwise have to pay for a large black-and-white outfit.

In its efforts to prove that the public has a decided preference for a color system, CBS said that the median amount non-owners would pay for a monochrome set with 16x22-inch screen is $220. Median price for a color set with 8x10-inch screen is $226.

While only 4% would pay more than $250 for the small monochrome set, 30% would pay $250 or more for the large monochrome outfit. On the other hand, 33% consider the small color set worth $250 or more, and 80% feel the large color set could command this price.

Median figure for the large color set is $308. Median for the small monochrome is $152.

Present television set owners indicated a willingness to pay higher prices for the service than non-owners, CBS found. Moreover, they indicated comparatively more interest in the large monochrome receiver than shown among non-owners.

The average set owner considered the small monochrome receiver worth $235, the large monochrome $395. He valued the small color receiver at $312 and the large color outfit at $506.

CBS noted that set owners valued the large monochrome 70% above the small, but only 27% above the small color outfit.

RCA Plans 160,000 Sets

Meanwhile, the commission heard that RCA, which feels color video must remain in the laboratory for another four to five years, visualizes production of 160,000 monochrome receivers in 1947.

These sets, with total retail value estimated at $65,000,000, would result from a schedule calling for 25,000 in each of the first two quarters, 50,000 in the third quarter and 60,000 in the fourth quarter. By the end of 1947, RCA's television production facilities would support an annual production of 300,000 instruments.

Though production had amounted to only 2,950 sets up to Dec. 1, RCA expects to produce a total of 8,000 instruments before 1946 ends. It reported $6,000,000 worth of monochrome equipment in process of manufacture, including 40 transmitters and antenna systems, 150 image orthicon cameras, 205 monitors, 50 film projectors and cameras, 75 synchronizing generators and other items.

Could Adopt Converters

RCA engineers claimed that the simultaneous method of transmission, now being developed at Princeton laboratories, "completely solves" the problem of obsolescence of monochrome receivers, and reduces the obsolescence problem of the broadcaster.

"With only the addition of a radio frequency converter, and without any alterations, a present monochrome receiver will receive the programs transmitted by the simultaneous color method, reproducing them in black and white," RCA engineer Ray D. Kell testified.

Dr. C. B. Jolliffe, RCA executive vice-president, in charge of the RCA laboratories division, claimed "publicizing work on color television which misleads the public into believing it is ready for commercialization is the greatest disservice that can be done television.

"It has retarded the progress of monochrome television and if continued will deprive the public of the very excellent service which it deserves," he said.

Proctor Ups Ad Budget

Proctor Electric Company, Philadelphia, is preparing a new and enlarged consumer advertising schedule for next year for its irons. It is said that Proctor's expenditures for national magazine advertising on irons for the first nine months of 1946 were 50% more than the next largest advertiser. Newell-Emmett Company, New York, is the agency.

Metro Issues Booklet

The Metro Newspaper Service division of Metro Associated Services, New York, is distributing to newspapers a 20-page booklet entitled "Capsule Course in How to Sell Newspaper Advertising." Most of the chapters appeared originally in Metro's "Plus Business."

Appoints Clark

Edgar W. Clark, formerly director of marketing and merchandising of Doremus & Co., Boston, has been appointed an account executive of Kircher, Helton & Collett, Dayton. The agency has moved its offices to the Mutual Home building, 120 W. Second St.

PATHWAY TO MILLIONS OF HOME BUDGETS

achers are alert to new ideas in food, ss and recreation . . . they mold the nds of America by educational dis- sions of these subjects. And because cher's viewpoints on these and other ics are so highly respected by her 25 llion pupils, she exerts a powerful in- nce on millions of home budgets.

Your ads in State Teachers Magazines ch 710,000 wide-awake, responsive achers . . . more than can be reached any other publication.

Write for details. State Teachers Magines, 307 N. Michigan Ave., Chicago 1.

Georgia C. Rawson, *Manager*

aching America's Most Influential Market

State Teachers MAGAZINES
710,000 Subscribers
Association of 43 state teachers magazines

The Paid Circulation of

THE SUNDAY OKLAHOMAN

. . . . is climbing steadily toward a goal of

210,000

SUNDAY, NOVEMBER 3, 203,403 *
SUNDAY, NOVEMBER 10, 204,414 *
SUNDAY, NOVEMBER 17, 204,534 *
SUNDAY, NOVEMBER 24, 204,900 *

An all-time high

A SUNDAY OKLAHOMAN-WEDNESDAY TIMES COMBINATION OF OVER 309,000

THE DAILY OKLAHOMAN - OKLAHOMA CITY TIMES

THE OKLAHOMA PUBLISHING COMPANY: THE FARMER-STOCKMAN ★ WKY, OKLAHOMA CITY
KVOR, COLORADO SPRINGS ★ KLZ, DENVER and WEEK, PEORIA (Affiliated Management)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Norwich Switches Export

Norwich Pharmacal Company, Norwich, N. Y., has appointed Irwin Vladimir & Co., New York, to handle export advertising on all pharmaceutical products, as well as ethical advertising abroad for the products of Eaton Laboratories, Inc., Norwich, effective Jan. 1. Heretofore Vladimir has split the account with Export Advertising Agency, New York, with Vladimir handling only the export advertising on Norwich's Amolin deodorant.

AMONG LUMBER and MATERIAL DEALERS
Building SUPPLY NEWS
is FIRST
in CIRCULATION
in ADVERTISING
in LEADERSHIP

J-M Boosts Two

Johns-Manville Corporation, New York, has named Frank J. Wakem and W. R. Wilkinson vice-presidents of the Johns-Manville Sales Corporation. Mr. Wakem is merchandise manager of the Industrial Products division and Mr. Wilkinson is merchandise manager of the Building Products division in the sales organization.

Food Groups to Meet

The annual convention of National Retailer-Owned Grocers, Inc., Chicago, will be held Jan. 13-15 in Chicago, with annual banquet scheduled for Jan. 14 at the Congress Hotel. The annual food trades luncheon, sponsored by the Cooperative Food Distributors, has been set for Jan. 13 at the Congress.

Elects Larry Wherry

Larry Wherry, vice-president, has been elected to the board of directors of Sherman & Marquette, Chicago agency.

Agency's Video Commercial Routs 'Job Applicant'

NEW YORK — Hirshon-Garfield, Inc., which is paying for a series of weekly, half-hour television shows (WABD and WTTG, Thursdays, 8 p.m., EST) to introduce its clients to video advertising (AA, Nov. 18), took over a recent program to dramatize the workings of an advertising agency.

The "entertainment" side of the telecast, programmed by the American Broadcasting Company, was a video version of radio's "Detect and Collect" with Lew Parker as emcee. At middle-commercial time, Mr. Parker was approached by an actor "quizee." It went this way:

Parker: "If you can guess what's behind the magic curtain with the first clue, it means $25 to you. Here we go. It brings you information on practically everything you use. (Quizee can't guess.) All right, here's the second clue for $15. It helps to bring you your radio programs, it helps to bring you your television programs, and it's a combination of artists, writers and business men. (Still can't guess.) All right, the third clue for $5. . . Say, have you read 'The Hucksters'?"

Quizee: "Sure, who hasn't? (Parker mumbles a few clues.) Oh! An advertising agency!"

'INSIDE' ON AGENCY—Television cameras in DuMont's WABD studios in New York focus on a scene depicting the office of Sidney Garfield, president of the Hirshon-Garfield advertising agency, with video actor Herbert Walters (seated right) impersonating Mr. Garfield, explaining workings of an agency to a visitor (actor Hal Vinson) as a secretary (actress Ellen Fenwick) looks on. The scene formed the "commercial" in a telecast sponsored by Hirshon-Garfield.

Look in on Agency

Parker: "You're absolutely right! Open the magic curtain and let's take a look at one of the offices of Hirshon-Garfield, a national advertising agency with offices in New York, Boston and London."

In an office setting they are introduced to Sidney Garfield, president of the agency, portrayed by television actor Herbert Walters.

The quizee says he thinks he might like to work in an agency—"especially since I read 'The Hucksters'."

"Mr. Garfield" explains that an agency's "business is to produce ads," proceeds to describe how copy was prepared for a color spread in *Esquire* for McGregor Sportswear, and shows copy prepared for the Golden Knight jewelry account. Dan DeKoven, the agency's art director, portrayed by himself, comes on the scene and roughly sketches out an advertisement to illustrate the planning of layouts.

They're 'Crazier'

Quizee: "Well, uh, maybe this is a silly question, but are clients as crazy as they seem to be in 'The Hucksters'?"

"Mr. Garfield": "Crazier! You have to be a research man, an artist, a writer, a business man and a diplomat rolled into one in this business. You work under constant pressure. Would you like to see some of the ads that Hirshon-Garfield has prepared for a few nationally-known accounts?"

The quizee would, and looks at some. Then . . .

"Mr. Garfield": "Do you still think you'd like to work in an advertising agency?"

Quizee: "No sir! Too hectic. I don't like ulcers. Think I'll go back to the Army."

New Adclub Elects

Paul E. Sprague of J. B. Ivey & Co. has been elected president of the recently organized Advertising Club of Charlotte, N. C. Other officers are Ashley L. Hogewood, vice-president; Joseph F. Marsh, secretary, and John L. Fort, treasurer.

Advances Anderson

Kenneth Grant Anderson, vice-president of Walsh Advertising Company, has been appointed general manager of the Windsor, Ont., office, succeeding Thomas E. Walsh, who has retired from active participation in the business

How Can You Dramatize

PRODUCT QUALITY

As Advertising Swings Away From the Sellers' Market?

Consumers are again demanding quality. Advertisers are again emphasizing quality. Amid this welter of claim and counter claim, does your advertising shine . . . or is it just part of the general clamor?

We offer advertisers a unique opportunity to dramatize their products' quality . . . to lift their advertising out of the run-of-the-mill . . . to put real power and sales punch behind their appeals!

PRODUCT CERTIFICATION SERVICE

We invite reputable manufacturers to submit their products for laboratory test. If found acceptable in raw material content, construction, and serviceability, these products are Certified and awarded the nationally recognized Seal of Quality . . . an important consumer buying guide used extensively on labels and in advertising.

Certified products become part of a group of famous branded merchandise lines . . . all check-tested continually on a regular program basis . . . all backed by the prestige of the United States Testing Company, Inc.

That's a story that will make your advertising "sing"! Write for complete details.

UNITED STATES TESTING COMPANY, INC.
ESTABLISHED 1880
HOBOKEN, NEW JERSEY
PHILADELPHIA, PA. • BOSTON, MASS. • WOONSOCKET, R. I. • CHICAGO, ILL. • NEW YORK, N. Y.

Fram Boosts Its 1947 Ad Budget 50% for Filters

PROVIDENCE, R. I.—Fram Corporation has stepped up its 1947 advertising appropriation 50% over the current year and intends next year to use more consumer copy than is run by any other three filter manufacturers combined.

Fram has scheduled a two-color half-page ad in *The Saturday Evening Post* once each month and will reach the farm market through *Capper's Farmer, Country Gentleman, Farm Journal* and *Successful Farming.* The national schedule also calls for space in 1,599 daily newspapers and 2,531 weeklies throughout the country, and, to encourage local participation by dealers, Fram will offer a complete mat and electro service.

Copy will continue to emphasize a well-developed theme, "How's your oil filter?" and will add a new suggestion, "Clean the oil that cleans the motor." The campaign will play up the claim that every motor, whether new or old, needs a Fram.

The company's analysis of sales potentialities on its oil filters indicates that half of the cars on the road today are not filter equipped. In studying the market for its replacement cartridges, Fram has found that one out of every three filter-equipped cars needs a new cartridge right now, and that the remainder will need one within six months. It also is emphasizing to dealers that newly manufactured cars are creating an ever growing market, whether or not they are filter equipped, since those so equipped will shortly become excellent prospects for replacement cartridges.

Uses Paper Masks

Fram has printed paper masks to highlight its "old or new" theme. One mask shows a baby face with the query "How's your oil filter?" with the reverse side reading "Is your car a youngster? Baby it with a Fram." The other mask, of a grey-haired man, says: "Is your car an oldster? Keep it running with Fram." The oldster-youngster appeal is used on 22x28-inch displays furnished dealers, who also are being offered other window displays and selling aids.

The company plans to reach the automotive field with a solid schedule through the year in *Automotive Digest, Jobber Topics, Motor, Motor Age, Motor Service, Southern Automotive Journal* and *Super Service Station.* Car makers will be reached through *Automotive News* and *S. A. E. Journal,* while fleet and bus owners will be contacted through a series in *Bus Transportation, Commercial Car Journal, Fleet Owner* and *Transport Topics.* The farm trade will get the Fram story in *Farm Implement News* and *Implement & Tractor,* the heavy construction industry in *Construction Methods,* the export field in *El Automovil Americano,* and the Diesel field in *Diesel Power* and *Diesel Progress.*

Van Sant, Dugdale & Co., Baltimore, is the agency.

Names Gray & Rogers

Virginia Smelting Company, West Norfolk, Va., has appointed Gray & Rogers, Philadelphia. The company has four divisions—refrigeration chemicals, industrial chemicals, insecticides, and export.

Farm Home Wants Included in Plans

ST. PAUL—Home features desired by more than 1,000 farm women will be incorporated in plans and specifications for a one-story farm house designed by Robert G. Cerny, instructor in architecture at the University of Minnesota and consultant to Long & Thorshov, Minneapolis architect.

The plans, intended to sell for $1, are the result of a survey made by the Midwest Farm Paper Unit. While no costs for the proposed home are available, the plans are believed to be the first for general use which incorporate the special needs to be supplied in rural homes.

The Midwest unit made its survey early this year through questionnaires containing only two inquiries which asked rural dwellers to list the five top "musts" in proposed farm homes and the five "pet peeves." Some of the "musts" included a front door on the side of the house where more people could enter from the drive, access to back entrances of the house's living areas without cutting across the kitchen, ample eating space in the kitchen, and a place for men to wash up and hang work clothing before entering the kitchen or living room.

The Midwest unit has inaugurated a home building service which offers house plans and booklets, including suggestions for closets, kitchen plans, etc., at 25 cents.

Lektrolite to Hayhurst

Lektrolite Corporation of Canada, Toronto, manufacturer of Lektrolite flameless cigar lighters, has appointed F. H. Hayhurst Company, Toronto, to direct its Canadian advertising. One model only is being manufactured and marketed in Canada at present, and advertising is planned for national magazines and by spot radio.

Clinton Changes Name

Clinton Carpet Company, Chicago, for the past 15 years a subsidiary of American Hair & Felt Company, Chicago, manufacturer of Circle Tread Ozite rug and carpet cushions and broadfelts, will operate as the Floor Covering division of the company, effective Jan. 1.

OVER 300 SALES
OF SALT AND PEPPER SETS
From one 10-inch ad
One of Pittsburgh's finest quality stores, Reizenstein's say that they get "amazing results" from the Sun-Telegraph—whether they advertise traffic items like this, at $1.95 —or others up in the three-figure range.
OUTSELLS
because it
EXCELS
44 DAILY FEATURES
BY OUTSTANDING WRITERS
Draw full readership
It's not only the number you reach, but the total who read your advertising, that counts in the cash register—and these 44 "traffic items", distributed throughout the Sun-Telegraph, make it "The Payoff in Pittsburgh".
Your customers and Ours read the
Sun-Telegraph
THE PAYOFF IN PITTSBURGH
REPRESENTED NATIONALLY BY
HEARST ADVERTISING SERVICE
Offices in Principal Cities

LOVE THAT ILLUSTRATION BOARD!
Superior
ILLUSTRATION BOARD
The flawless, white drawing surface worthy of your most exacting artwork. Superior's famed 100% rag content face paper is mounted on a heavyweight board that will not warp or twist.
Hot Pressed Surface (H.P.)
Hard smooth surface for pen and ink that will take the finest cross hatched lines without feathering or pick-up.
Cold Pressed Surface (C.P.)
Has sufficient texture to take wash and water color perfectly but is not too rough for pen and ink.
SIZES: 22 x 30 $ .90 sheet $10.00 Dozen
30 x 40 1.65 sheet 17.50 Dozen
(Minimum mail order 1 dozen sheets of a surface)
ART
At your local dealer or order direct from
ARTHUR BROWN & BRO., INC.
67 West 44th St., New York 18, N. Y.

Joins Davis & Beaven

R. L. Pierson, formerly in charge of production of Paul E. Newman Company, Los Angeles, has been named production manager of Davis & Beaven, Los Angeles.

Announces Rate Change

Effective with the June, 1947, issue, *The Nation's Agriculture* rate will be $4.50 per line, based on an average net paid circulation of 900,000.

'Maclean's' Names Knox

James R. Knox, formerly account executive with Ruthrauff & Ryan, Toronto, has been appointed to the advertising staff of *Maclean's Magazine*, Toronto.

FCC Grants Video Permit

FCC has granted a construction permit to Fort Industry Company, Toledo, owner of Station WSPD, for a commercial television station in Toledo.

American-Marietta Starts New Radio Series in Canada

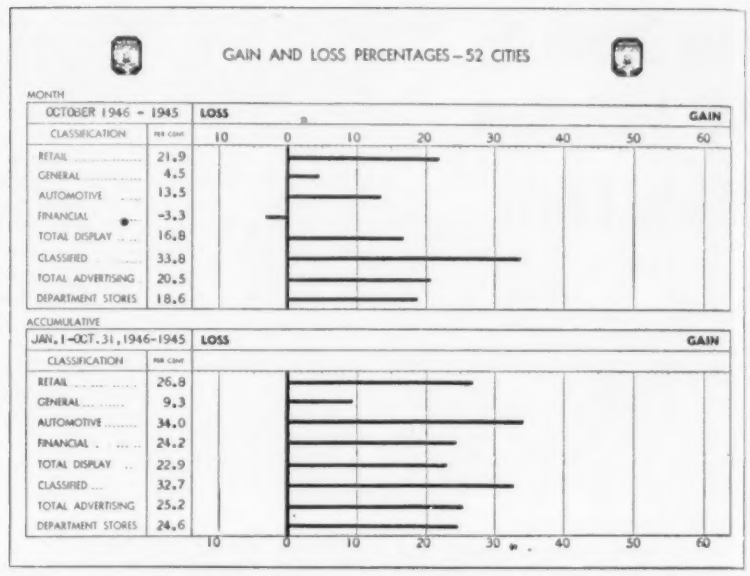
CHICAGO—To establish its name and shield in the public consciousness, American-Marietta Company has launched a weekly radio show in eastern Canada and plans to adopt a similar promotional pattern next spring in several sections of the U. S.

For the company's Canadian division, Ottawa Paint Works Ltd., the commercials on the half-hour transcribed show, aired Sundays, stress the brand name of O-P-W and introduce its affiliation with the American company, whose monogram now goes on O-P-W labels.

First stations to air the show, featuring the music of Wayne King and vocalists Nancy Evans and Larry Douglas, are CFCF, Montreal; CKCO, Ottawa, and CKEY, Toronto. CFCH, North Bay, Ont., and possibly other outlets will be added. Next spring French-language stations in the same territory will carry the program, with Montreal, Hull and Quebec already lined up.

The Canadian program offers for the first time American-Marietta's new home guide to decorating, a full-color 24-page book, with a key to the color schemes territorialized to fit the O-P-W names and code numbers. This same booklet will be featured prominently in the company's spring merchandising of other American-Marietta divisions in the U. S. Part of the program will include transcribed series in this country, with two sets of radio programs likely to start soon on the Pacific Coast.

Through Phillips-Reick-Fardon Advertising, Chicago, which handles the account, American-Marietta has been using a series of institutional ads in the *Chicago Journal of Commerce, Fortune, Newsweek, United States News* and *Wall Street Journal* featuring the theme, "A great name in paint making," and playing up the company shield (AA, Oct. 14).



OCTOBER NEWSPAPER LINAGE AT A GLANCE—Classified advertising linage jumped to 33.8% this year above October, 1945, in Media Records' measurement of newspaper advertising linage in 52 cities. All other classifications made substantial gains except financial, which showed a slight loss of 3.3%. In the Jan. 1-Oct. 31 period, all classifications gained over the same period last year, with total advertising showing a rise of 25.2%.

Resumes Anklet Copy

Burson Knitting Company, Rockford, Ill., will soon resume national advertising on its nylon anklets for women. Hicks Advertising Agency, New York, handles the account.

Appoints Kemmerrer

Burns Aero Seat Company, Glendale, Cal., designer and manufacturer of aircraft seats, has appointed Kemmerrer, Inc., Hollywood, to direct its advertising.

Aldens Prints Flyer; Liberalizes Credit

Alden's, Inc., Chicago mail order house, has published its 1947 mid-winter "flyer" catalog, listing all goods at or below former OPA ceilings and eliminating the "not available" listing included in all wartime catalogs. Among articles listed as in ample supply to fill all orders are sheets and pillow cases, corduroy wear for children, aluminum kitchenware, etc.

More liberal credit terms are provided, made possible by recent revision of the Federal Reserve Board's Regulation W.

Thornton Quits RCA

Paul Thornton has resigned as advertising and sales promotion manager of RCA Victor's educational sales division to enter the retail business.

Fine Printing Plates from Kodachromes . . . every time

When you give your platemaker a Kodachrome to reproduce, sir, you are asking him to interpret a transparency. A transparency *is* difficult to judge. He sees it one way, you another. And too often, perhaps, you fail to get just the effect you anticipated.

Our full color Chromart Print, made from your Kodachrome to fit into your artwork, is made photographically and is *right*. Being on paper, your platemaker has a real chance to display his skill, matching color-for-color. And it has the full production flexibilities of other forms of normal copy: It can be dramatically displayed, airbrushed for last-minute changes, pasted into complicated artwork so that but *one* set of plates need be made of the entire page.

Chromarts are backed by 8 years of making color prints that are *right* for platemaking. Priced from $48 to $115, depending upon print size. Write!

Frank Miller Laboratories
FORMERLY PHOTOCHROME
846 N. Fairfax, Hollywood 46

Portrait of a wily merchandiser

It must be admitted that the life of a merchandising man can be filled with snares and pitfalls of one sort or another. But, at no time does an alert merchandiser fail to trap new ideas—sales-important ideas, that is.

For instance, on some accounts—such as those with food or nutritional claims—it is essential to be informed of the plus or minus sales values of vitamin fortification because vitamin content often can be a determining sales factor. By knowing such facts, it is often possible to pass on suggestions that may help a client to improve his product claims, help the agency to give better advertising service.

When it comes to knowing about vitamins, consider the advantages offered by DPI's vitamin concentrates. Two superior concentrates, *Distilled Vitamin A Esters* and *Distilled Mixed Tocopherols, Natural Type* (another way of saying Vitamin E) are produced by DPI's unique process of molecular distillation in high vacuum.

Both of these are vitamins to watch. The nutritional values of Vitamin A are well known; and some surprising new values are now being demonstrated for Vitamin E. So—be on the well-informed side . . . write *now* for details regarding DPI's outstanding concentrates.

DISTILLATION PRODUCTS, INC.
755 RIDGE ROAD WEST, ROCHESTER 13, NEW YORK
570 LEXINGTON AVENUE, NEW YORK 22, N. Y.
135 SOUTH LASALLE STREET, CHICAGO 3, ILLINOIS

"Oil-Soluble-Vitamins Headquarters"

Yntema Explains CED Stand on Tax, 'Make-Work' Issues

CHICAGO — Major objectives of the Committee for Economic Development for moderating economic developments that threaten to create business "booms" and "busts" were explained at a CED meeting here Dec. 12 by Dr. Theodore O. Yntema, director of research for CED, and Paul G. Hoffman, CED chairman and president of Studebaker Corporation.

Dr. Yntema, on leave from the University of Chicago School of Business, outlined the thinking behind studies CED has launched to help achieve and maintain high employment and increase productivity. Eight such studies, on fiscal policies, labor - management relations and the like, were outlined at earlier meetings (AA, Nov. 4).

Looming large in the committee's plans is encouragement of government fiscal policies often described as "compensatory spending" and "deficit financing" — though Dr. Yntema warned that "there is little to be gained" by use of such emotionally-charged labels.

Hits Balancing 'Per Se'

"'Balancing the budget every year' sounds good," he asserted, "but upon investigation it appears to involve, first, forecasting business activity a year to a year and a half ahead in order to determine government revenues; second, the dangers inherent in overhauling the whole tax structure each year when tax rates are changed, and third, if the tax rates should actually be raised high enough to balance the budget in depression, the fact that they would then work against the recovery of business from such depression levels."

Every great boom, he observed, is built on credit and every severe depression is caused in part by the liquidation of debt. What is called for, he said, are freezing of bank deposits to prevent bank failures in depression periods; control of credit expansion in boom times, and no unnecessary contraction of credit in a depression.

"If we establish a set of tax rates to balance the budget at a high level of employment," Dr. Yntema suggested, "and if we defer public works from boom times to slack periods, we shall have a powerful balance wheel in the economy which works automatically against inflation and depression. In boom, inflationary times, the government will take more money out of the economy than it puts in. In periods of depression the reverse will be true. Thus, a federal budget built on really common sense lines will act as a great stabilizing force."

He said the CED recognizes "the fallability of forecasts, the danger of ill-considered emergency action and the susceptibility of policy-making in the political area to pressures from special groups."

The CED will interview business men to determine whether they can reduce the fluctuation in their own inventories and production, or shift their expansion from boom to depression periods. State and local governments will be encouraged to defer their public works expenditures until periods of slack employment.

Hits 'Tidal-Wave' Demands

The study of labor-management relations, he continued, involves careful consideration of bargaining procedures and "the possibilities of curtailing the use of the strike vote as a bargaining weapon and making it a genuine decision by employes on the substantive differences remaining after negotiations between employer and union have gone as far as possible."

"Tidal-wave wage demands and industry-wide bargaining, he declared, offer particularly grave dangers to the economy. Either unduly high wage increases or major work stoppages can start a downward business spiral as in 1937, he said.

Mr. Hoffman told the CED members here that one special committee of the CED has just concluded a three-day conference with economists and industrial relations specialists to formulate the CED policy on collective bargaining.

"In the meantime," he revealed, "the staff of CED, the scholars we have in our employ, and committees of business men are dealing with other subjects in a similar manner. We have no fixed rules of procedure but we all are guided by certain principles to which we all subscribe."

Mr. Hoffman declared of Dr. Yntema that "if a poll were taken of the trustees of the CED, we would find unanimous agreement that this gentleman is in the process of making a most significant contribution to the preservation of our free capitalistic system. . . We all believe that under his direction, much economic light is going to be generated in the next two years."

ABA UNIT ASKS END OF REGULATION 'W'

CHICAGO — The Federal Reserve Board should immediately abandon all of its controls over consumer credit, as held under Regulation W, the consumer credit committee of the American Banking Association has demanded.

Carl M. Flora, chairman of the unit and vice-president, First Wisconsin National Bank, Milwaukee, said the committee believes Regulation W makes it impossible for many in the lower and middle income groups to buy such items as automobiles, refrigerators, washing machines and other appliances.

"Now that all other controls governing the purchase of consumer goods have been removed, the time has come for complete abandonment of Regulation W," he said.

The reserve board recently eased the consumer credit curbs on many major appliances and reduced the number of items subject to the control.

Guarantees Pen Ink

Milton Reynolds, chairman, Reynolds Pen Company, Chicago, maker of the Rocket and other ball point pens, has deposited a $100,000 check in the Mercantile National Bank, Miami, as a guaranty that Satinflo ink in the pen is as permanent as other inks. If the ink fades greatly within a year, he announced, the money will be given to charity.

Makes Soapless Cleaner

Glidden Company, Cleveland, has developed a new Glid-N soapless cleaner for dishwashing and other household uses. The new product will be marketed early next year through Glidden's regular distribution channels.

Three Name Monk

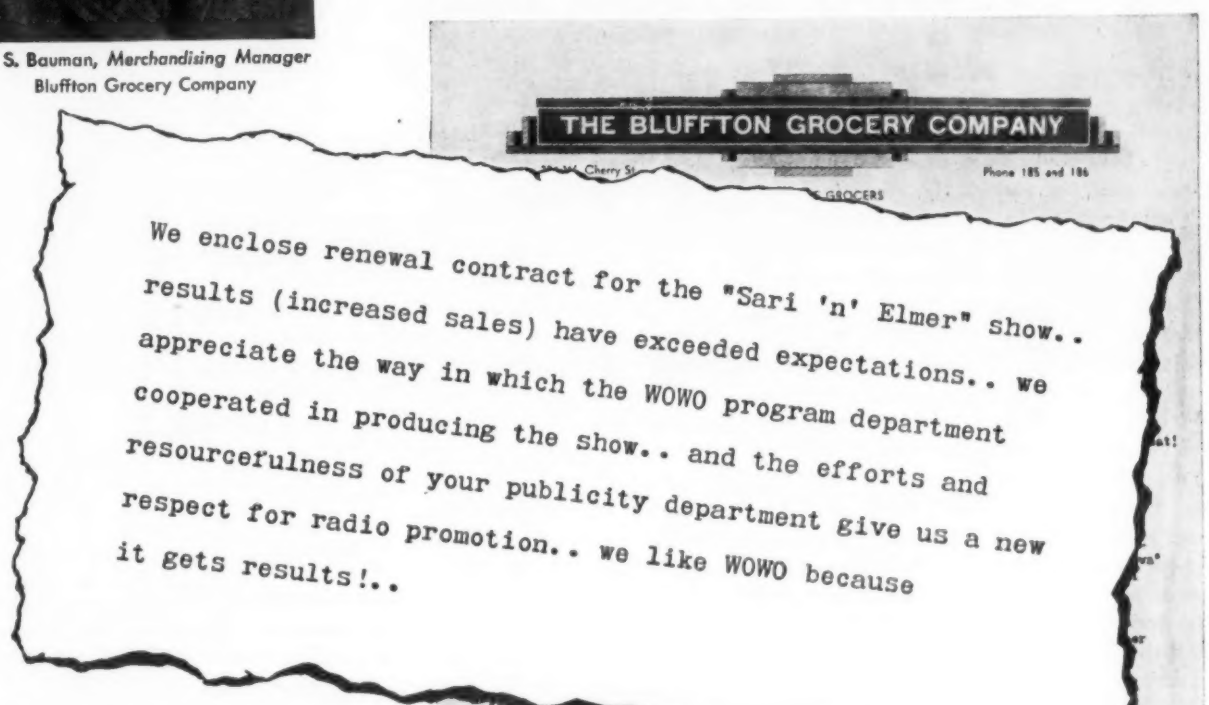
Emerson H. Monk Industrial Advertising Agency, Dayton, has been appointed to direct the advertising of Thompson Grinder Company, Springfield, O., surface grinding machines; Robert H. Kimes, Dayton, cutaway displays, and National Automatic Tool Company, Richmond, Ind., automatic drilling, boring and tapping machines. All will use direct mail, business papers, market study, publicity and displays.

1st in Readership
NUMERICALLY BECAUSE OF ACCEPTED EDITORIAL CONTENTS
Building SUPPLY NEWS

V. S. Bauman, *Merchandising Manager*
Bluffton Grocery Company

A Sponsor "Plugs" WOWO's

Localized Programming and Promotion


THE BLUFFTON GROCERY COMPANY
Phone 185 and 186
We enclose renewal contract for the "Sari 'n' Elmer" show.. results (increased sales) have exceeded expectations.. we appreciate the way in which the WOWO program department cooperated in producing the show.. and the efforts and resourcerulness of your publicity department give us a new respect for radio promotion.. we like WOWO because it gets results!..
We like WOWO because it gets
station offers so willingly in producing
the first..and we want WOWO because we are both talking to
of coverage is directly similar to the area in which our major distribution is
trated. That makes it nice for all of us!
Yours for satisfaction,
THE BLUFFTON GROCERY COMPANY
V. S. Bauman
Merchandising Manager
VSB/ar

Thanks for the kind words, Bluffton Grocery Company. We'll keep things moving for your show .. as we do for all the other advertisers who use WOWO to reach two million consumers in the great Midwest.

"SARI 'n' ELMER," .. the popular rural characters on Bluffton's Deerwood Coffee program, a WOWO production.

WOWO
Fort Wayne
Indiana's Most Powerful Station

WESTINGHOUSE RADIO STATIONS Inc
KYW KDKA KEX WBZ WBZA WOWO
National Representatives, NBC Spot Sales — Except for KEX • For KEX, Paul H. Raymer Co.

Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Klein Newspaper Ad First in 25 Years

To the Editor: In all probability you will observe the full-page advertisement of S. Klein on the Square, Inc. which appears in the Dec. 5 edition of the *New York Daily News*. The ad may strike you as a landmark in commercial advertising history. It has been about a quarter of a century ago—in 1921—since merchandise in the S. Klein store at Union Square and 14th St., New York, has been advertised in metropolitan newspapers.

Oldtimers in the New York newspapermen's ranks recall that such advertising was ended because of the terrific congestion it caused. These men point out that, notwithstanding the detail of mounted policemen at the store, shop windows were broken and traffic tied up whenever the advertisements appeared.

An article entitled "Klein's Store" in the July, 1932, edition of *Fortune* contained the following comments apropos advertising:

"Years ago Klein used to advertise sales. But this invariably meant that the Square would be flooded with a vast, milling crowd of women, that subway service would be held up by the crowds coming to Klein's, that reserves would have to be rushed to the Square and mounted officers concentrated there. The tinkling of breaking windows blended with the babble of excited women and the clatter of the mounted squad. It was all very thrilling, but both Klein and the Police Department agreed it was perhaps too much of a good thing, especially after Mr. Klein himself had been upset and swept away by one of the thundering herds."

I mention these facts as director of stockholder relations of Grayson-Robinson Stores, Inc., owner of S. Klein on the Square, Inc. I do so for the interest you may find in them.

THOMAS M. FORISTALL,
70 Pine St., New York.

▼ ▼ ▼

Title Rang the Bell for Valspar Booklet

To the Editor: With a bow of appreciation, may I tell you how a little idea I picked up from your publication will pay for my subscription even though I live to be as old as Methuselah.

Some time ago, you featured a series of 12 advertisements, all of which were the same in picture and copy, but they carried different headlines. The advertisements carried a coupon. As I recall it, you created interest in these advertisements by asking for votes from your readers as to which of the headlines would pull the most replies. Later on, you told how the one headline outpulled all of the others by a tidy margin. The winning headline was "How to Work Wonders with Five Acres of Ground."

It so happened that at that time, we were having reprinted a million copies of a booklet, "How to Use Valspar." The job was in the printer's hands, but you gave us an idea and we changed the name of the booklet fast. This is how we named it: "How to Work Wonders with Valspar."

It is my opinion that this change will make the booklet doubly valuable—a change which, incidentally, did not cost us one penny, except for a new plate for the change in layout.

No wonder I bow to you in appreciation. ADVERTISING AGE carries plenty of ideas for those who have eyes to see!

FRANK P. CONNOLLY,
Vice-President, Valentine & Co., Inc., New York.

▼ ▼ ▼

Surveys Disclose Consumer Fuel Choices

To the Editor: In your publication you occasionally print statistics on various fields, and I thought that due to the coal strike, and the enormous interest right now on fuels for consumers, you might be interested in the following summarization of the seven surveys that were made in the last two years to try to discover consumer fuel preferences.

Survey by:	Want Coal (%)	Want Gas (%)	Want Oil (%)
American Home	13	45	39
Curtis Publishing Co.	24	35	30
Fueloil & Oil Heat	13	30	57
Philadelphia Bulletin	20	39	41
Small Homes Guide	21	29	37
Standard Oil Co. (N. J.)	20	19	56
Timken Silent Automatic Div., Timken - Detroit Axle Co.	17	38	45
Average of seven	18	33	44

(The other 5% wanted various other fuels, such as electricity, wood, etc.)

Three of the surveys were national in scope; one covered the entire northern half of the country; one the Atlantic seaboard, and the others were fairly local. Combined, they present a fairly accurate picture.

A. G. WINKLER,
Advertising Manager, *Fueloil & Oil Heat*, New York.

▼ ▼ ▼

Progressive Callers Read While They Wait

To the Editor: We thought you might be interested in the attached leaflet which is being used in the lobby of the Progressive Welder Company plant in Detroit.

When a visitor—regardless of whether he is a salesman or customer—registers, his name is written on the blank line on Page 1. The man he is to see is checked on Page 2 if listed, or the man's name is written in on the space provided.

There is nothing elaborate about the folder, of course, as you can see. The details were worked out here at Denham & Co.

ATHEL F. DENHAM,
Denham & Co., Detroit.

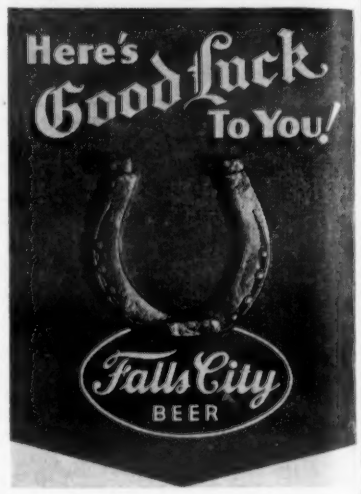
[Editor's Note: In addition to space for registration of the visitor, the Progressive folder does a public relations job with pertinent facts about the company and its products, a list of its national representatives, and, far from least, a friendly offer to help obtain hotel or transportation accommodations.]

▼ ▼ ▼

Fortune's Wheel Turns, Signs Stay in Place

To the Editor: It's a *fact*—and not *luck*—that the horseshoe display piece shown on the enclosed photo has chalked up seven "ringers" out of every eight for our client, Falls City Brewing Company, Louisville.

Introduced three years ago to raise the curtain on a brand new "Good Luck" campaign, the success of this display piece is attested to



by the results of a recently completed survey which shows that *seven* out of every *eight* retail dealers still have the "Lucky Horseshoe" on prominent display! Undoubtedly, this high percentage is due to the display's substantial attractiveness, plus the fact that "luck" is a serious matter to lots of folks.

The horseshoe is mounted on a wooden shield, 15¼" high, 11" wide, ¾" thick. Appearing on the reverse side is the following inscription which Falls City's salesmen highlighted to the retail dealers:

"This Good Luck Symbol No. 1111 Is Issued to JOHN DOE.

"The horseshoe is the symbol of good luck. May it bring good fortune to you and to all those who see it in your establishment. Wherever you place it you must keep it fixed . . . indefinitely. To tamper with it or to remove it is to defy the Fates and risk disfavor with the god of fortune."

RAY D. WILLIAMS,
Prater Advertising Agency, St. Louis.

▼ ▼ ▼

It's a Fitting Place

To the Editor: I contend that this headline, appearing on Page 22 of ADVERTISING AGE's Dec. 9 issue, is worthy of some special attention:

" 'Precision Fitted' Lingerie Debuts in National Ads"

My, that's almost "in public," isn't it? Yours for a front seat (no pun).

C. W. HUNGERFORD,
Michigan Bell Telephone Company, Detroit.

▼ ▼ ▼

Constitution Serves As Roper Corp. Ad

To the Editor: Here's a tear sheet of what we think is an unusual industrial advertisement.

It is the whole text of the Constitution of the United States, published by the George D. Roper Corporation of Rockford as a public service. The ad occupied twelve columns in the *Rockford Morning Star* of Sunday, Dec. 8 and the *Rockford Register-Republic* Dec. 9.

JOHN C. STAFFORD,
Promotion Manager, Rockford Consolidated Newspapers, Inc., Rockford, Ill.

7

The seventh in a series of frank talks about the aluminum industry and Alcoa

a-a-a-a-keR-CHOO!

...God Bless You!

"a-a-a-a-keR-CHOO!" sneezed the man into his telephone. "God Bless You! This is Aluminum Company," said the girl at the Alcoa switchboard. That was one man's introduction to Alcoa Family and, we can add with a note of pride, the beginning of another beautiful Alcoa friendship.

For, reasoned the man, any outfit that can be so human over the telephone must be more than a corporation—it's got to be folks. So he came around and met the Alcoa crowd and learned that they were good folks to know; good folks to do business with.

The district office telephone operator, for instance. She's been an Alcoa Family girl for a long time; wears a 25-Year Club pin. She knows her Company; knows her job. She knows that 2,100 men and women have joined the club since the first 25-Year emblem was presented in 1913, and that 1,750 are actively at work today.

They know their jobs, too, those folks who wear the Alcoa 25-Year "hash mark". They know the aluminum business. From Long Island Sound to the Columbia, from the St. Lawrence to the Gulf of Mexico, you'll find the Alcoa Family old-timers.

They mine bauxite, refine it, pour kilowatts into the powdery ore to produce aluminum; they alloy the metal, cast, roll, press, forge, extrude, draw, and work it into the thousands of forms required by peacetime America.

They trained the thousands upon thousands of men and women who produced aluminum in such enormous quantities for your Uncle Samuel's war-winning bombers and fighters. They continue to train men who will keep America the world's leader in aluminum arts and sciences, the men who will carry on as, one by one, the old-timers journey into the sunset of life.

Interesting thing about Alcoa old-timers and youngsters, too, is that all of them start from scratch. The stork never carries silver spoons on the Alcoa Family run.

There's the board chairman, for example. Fresh out of college, he started as a handyman in our pioneer plant in 1888, helped pour the first commercial run of aluminum made by the electrolytic process, climbed steadily to the top and still "wears his overalls" every day.

And we could tell you a lot about the machinist who became a salesman and developed those aluminum gadgets found in millions of smoking pipes—probably in the one you smoke. Ever notice those foxy closures that protect a favorite beverage? The Alcoa executive who thought up that one started as a machinist, too. And you might call Rockefeller Center's beautiful, skyward-reaching aluminum spandrel installation a monument to Alcoa folks, and you would be right. Alcoa engineers sold the idea, and a foundry foreman who "wouldn't take off his overalls" developed the soft gray finish which won the architect's approval.

That's the Alcoa Family for you. Some of them win scientific medals and honors; some build multi-million dollar plants; some develop new alloys and new processes; some push trucks, pencils, typewriters, brooms. Some climb higher up the ladder than others, but first and last they're a team. They devote their waking hours to aluminum and they have made the name Alcoa a symbol for quality, for integrity of workmanship, for service. They never take off their overalls.

ALCOA

ALUMINUM COMPANY OF AMERICA
1882 GULF BUILDING · PITTSBURGH 19, PENNA.

'And Go-Getter Getteth Order,' Saith Hardt

NEW YORK—Delegates attending the American Pharmaceutical Manufacturers Association mid-year meeting last week were startled and amused when Robert A. Hardt, director of sales and advertising, Hoffmann-La Roche, launched into a Biblical sales allegory, which read in part:

"And in those days there came thru the portals of the branch sales office a salesman from afar. And it came to pass, as the days went by, that he was a 'top-notcher.' They who were grouches smiled on him, and gave him the hand that is glad. The druggists and the doctors swore, not at him, but by him.

"And in the same sales district there did abide those who were weak sisters. . . They said, one to the other, 'How doth this guy get-eth away with it?'

"And it came to pass on a certain day that many of them were gathered in the backroom . . . engaged in the ancient pastime of shooting the bull. And thereupon a soothsayer came among them. Verily, he was one wise guy who knew the score. They . . . questioned him, saying 'How is it possible that this stranger doth accomplish the impossible?'

'On the Beam'

"Whereupon the soothsayer made answer: 'He of whom you speak is one go-getter. He is on the beam. He ariseth early in the morning and goeth forth full of pep and vinegar. He complaineth not, neither doth he knock. He is arrayed in purple and fine linen, while ye go forth with faces unshaven and clothes untidy. His car like his face shineth brightly.

" 'While ye gather here and say one to the other, "Verily, this is a helluva day to work," he is already abroad. And when the eleventh hour cometh, he needeth no alibi. He saith not to the boss, "Behold, the doctors in my territory are a bunch of saps and boneheads who knoweth not balsam of Peru from balm of Gilead nor their face from third base." . . They who would at first stave him off, when they heareth his story they say instead, "Thou art the doctor, doeth thy stuff." Druggists say "nay, nay," when he cometh in. . . The red figures of unmade quotas he knoweth not.

"He taketh with him three angels, Aspiration, Respiration and Determination. He knoweth whereof he speaketh and he work-eth to beat hell.

" 'Verily, I say unto you, go and do likewise.' "

American Home Foods Names Norton Exec. V.P.

Victor T. Norton, a veteran of 20 years in the food industry where his experience has included food procurement, manufacturing, research, sales and general administration, will join American Home Foods, New York, in the new office of executive vice-president, Jan. 1.

Mr. Norton was formerly assistant to the president of Jewel Tea Company, vice-president of Cudahy Packing Company, and most recently had been engaged as a merchandising consultant by Kenyon & Eckhardt, New York, where he later became vice-president and a director. During the war he served the government on various food advisory committees.

Koppers' Unit Names 3

The chemical division of Koppers Company, Pittsburgh, has appointed H. E. Roche manager of the production department; T. C. Keeling, manager of the sales department, and D. E. Meagley, manager of the control section and assistant to the vice-president.

New Eversharp Plastic, Research Plan Revealed

Eversharp, Inc., has announced development of a new plastic, the "toughest ever made," which will be used in manufacture of its pens, pencils and "sphere-point writing instruments." It is said to permit quicker, easier machining and to have better appearance than other plastics now used.

The company has formed plans to spend $1,000,000 on research, the program to be directed by Dr. H. Hugh Willis, who was named vice-president in charge of research last summer.

Drugan Heads 'Shopper'

Lindy Drugan, formerly account executive of Butler, Parker & Newlin Advertising Agency, Portland, Ore., has been named head of the *Portland Shopper*.

Smallen Opens Agency

Paul Smallen, formerly head of the creative department of Mihic & Smallen, New York, has organized his own agency at 40 E. 19th St.

Wartime Migrants Stick to New Area —or Move on Again

WASHINGTON—Wartime migrants have not tended to go back to their prewar homes, but have elected instead to settle down in their new residences or else move on to still other pastures, the Census Bureau finds.

Between April, 1940, and February, 1946, 19,500,000 persons—14.6% of the civilian population—changed their county of residence, Census reports. In February, 1946, 17,310,000 non-veteran civilians were in a different county from that of their residence in 1940.

Moreover, migration within the country did not slacken during the first six months of peace, Census reports in a special study, "Internal Migration in the U. S.: April, 1940, to February, 1946."

Besides returning veterans, there were more than 5,000,000 non-veteran civilians in February, 1946, who had lived in a different county on V-J Day, Aug. 14, 1945.

Veterans, on the other hand, generally returned to their home town. Of 9,380,000 male veterans in February, 1946, 75% were living in the same county as in April, 1940, though most had been elsewhere or abroad on V-J Day.

Census found females 20-24 "more mobile" than other groups. Below age 14 and above 44 migration rates for non-veteran males and females were almost identical.

Migration rates among heads of households were strongly affected by age, ranging from 36% for those under 25 to 6% for those over 65. About 25% of male lodgers and 33% of female lodgers were migrants in the period.

Promotes Adams

Leland J. Adams has been named national advertising manager of the *Telegram* and *Gazette*, Worcester, Mass., succeeding Charles Peck Jr., who has resigned.

Spiegel Buys Store

Spiegel, Inc., Chicago mail order house and owner of some 160 retail stores in the nation, has purchased the La Plant Implement Company, Green Bay, Wis., farm supply store.

Resigns Bank Account

McCann-Erickson, San Francisco, has resigned the account of the Anglo California National Bank.

In the Central West
. . . the source of daily business news, the preference of management men throughout the nation's greatest industrial area.
Chicago Journal of Commerce

Here's the dividends national newspaper advertisers are getting by using Reilly PLASTICTYPES in place of metal ad-plates.

1. Highest Quality Reproductions. Comparative tear sheets of two national newspaper campaigns, one using Reilly PLASTICTYPES, the other metal ad-plates, will prove every time that Reilly PLASTICTYPES give cleaner reproductions.

2. Reduced Shipping Costs. Reilly PLASTICTYPES save an average of 60% on shipping costs whether you ship parcel post, express or air express. On first class and air mail the saving is 85%.

3. Save Time in Transit. With Reilly PLASTICTYPES, airmail and first class shipments are now practical on national newspaper campaigns. Let us analyze your newspaper lists and submit a comparison of shipping costs.

4. Faster Production. Large volume Reilly PLASTICTYPE releases can be made and shipped in considerably less time than metal ad-plates. Mail the coupon today for the complete story on Reilly PLASTICTYPES.

REILLY ELECTROTYPE COMPANY

305 EAST 45th STREET, NEW YORK 17, N. Y.

Telephone MUrray Hill 6-6350

CHICAGO • DETROIT • INDIANAPOLIS • SAN FRANCISCO • LOS ANGELES

Reilly PLASTICTYPES

Reilly Electrotype Company
305 E. 45th Street, New York 17

☐ Mail me complete information on Reilly PLASTICTYPES.

☐ Have a Reilly Representative present the facts on Reilly PLASTICTYPES.

NAME_____

TITLE_____

COMPANY_____

ADDRESS_____

Offset Co. Changes Name

The C. M. & H. Offset Printing Company, Chicago, will change its name to Veritone Company, effective Jan. 1. There will be no change in personnel or ownership.

Travel Show Dates Set

The International Travel Exposition will be held in the Grand Central Palace, New York, May 5-10 inclusive.

TO promote sales of any product sold through office supplies dealers use the industry's own trade paper.

Ask for new Trade Summary

Modern stationer

250 5th Ave., New York 1

Hunt's Tomato Sauce Gets Top Billing in Ads

(*Picture on Page* 61)

HOLLYWOOD—Canned tomato sauce will appear on the national advertising scene for the first time next month, according to Hunt Foods, Inc., when it launches its first country-wide promotion for Hunt's tomato sauce with full-page, four-color ads in *Life, McCall's* and *The Saturday Evening Post.*

Hunt's first national ad drive, with copy built around regional food favorites which may be enhanced by the use of its tomato sauce, will feature such dishes as Pennsylvania meat loaf, New Orleans shrimps, Texas barbecued chicken and other sectional delicacies.

The nationwide campaign comes on the heels of intensive advertising in major cities, which included newspapers, outdoor and other media. The company employs outdoor advertising in the 11 western states, the New York area and the South, and sponsors a five-times-a-week program, "What's Doing Ladies?" over the ABC network in the Pacific and Rocky Mountain areas.

With tomato sauce the sales leader, Hunt boasts a line of 90 food products and volume has grown to an estimated $50,000,000 annual sales peak.

Young & Rubicam handles the account.

Two Universities Join Ad Group Plan

The University of Iowa and the University of Illinois have joined the plan sponsored by the Advertising Club of St. Louis whereby advertising students are sent to St. Louis for a one-week study of the city's graphic arts industry. Universities already cooperating with the ad group plan are St. Louis University, Washington University and the University of Missouri. Two students, one man and one woman from each university, are chosen.

'Tribune' Opens Contest

A home furnishings and decoration contest launched by the *Chicago Tribune* Dec. 8 will be used as a comprehensive merchandising aid to tie in with objectives of various retailers who supply materials and items for interiors. After the contest's closing March 17, the designs will be displayed in a series of pictorial color presentations in the *Tribune* to stimulate public interest in improved home decoration. More than $26,000 in prizes is offered.

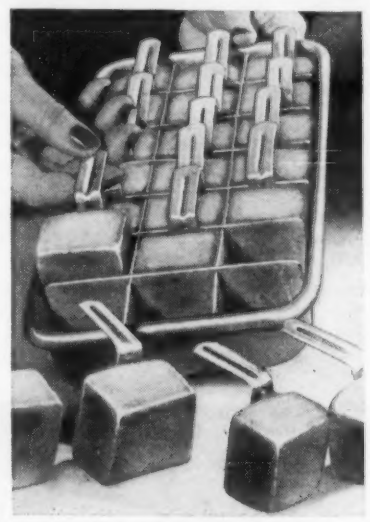
Marketing Group to Meet

The marketing conference of the American Management Association will be held Jan. 9-10 at the Hotel Commodore, New York.

Kids to Learn All About New 'Pop Icicles'

PORTLAND, ORE.—The kids are going to be talking soon, and plenty, about homemade Pop Icicles if the Bond Corporation and its president, Jack Bond, have their way.

The company is starting a national advertising campaign promoting Pop Icicles, with copy scheduled in *American Girl, The American Weekly, Boys' Life, Household Magazine, Parents' Magazine, This Week Magazine* and newspaper comic sections.



Bond Corporation, maker of Old Mill ice cream mix and Pop Icicle kits, plans to enlist grocery store cooperation in displaying the kits, each of which contains two packages of Old Mill and six aluminum handles to insert in refrigerator freezing trays.

To make Pop Icicles, the youngster or his mother mixes a package of Old Mill with a quart of pop, cola, root beer or fruit juice, pours the mixture into the ice trays, inserts the Pop Icicle handles and freezes it. No sugar is necessary and the Pop Icicles can be made at a cost of about 1¼ cents apiece, the company says.

Advertising copy also is scheduled for trade publications serving the grocery field. Market distribution of Pop Icicle kits is being established with brokerage coverage set up for the entire country, and as distribution is established, local advertising media will be used to promote sales. Display banners and store advertising helps are being provided for grocers.

Botsford, Constantine & Gardner handles the Bond Corporation account.

Pikle-Rite Is Using Premium Buttons

The Pikle-Rite Company, Pulaski, Wis., maker of pickle, beet and cabbage products, is starting a premium button offer with each purchase of its products. The button design includes an animated comic character of the "Mr. Pikle" trademark design, with sales slogan appealing to the child-parent market. Radio, newspapers and point-of-sale material will be tied in with the distribution plans. Green Duck Company, maker of premium buttons, has outlined a plan of distribution. Simmonds & Simmonds, Chicago, is the agency.

Aids in Kitchen Layout

Hotpoint Institute at Edison General Electric (Hotpoint) Appliance Company, Chicago, has organized a kitchen planning school in which representatives of distributors and dealers are trained to "plan kitchens." The series of training sessions, each running one week, gives the trainee a background upon which he can learn to plan kitchens himself.

SERVICE . . . is the password of The Faithorn Corporation. It is so ingrained in the minds of every one of our employees that, as far as the element of time is concerned, SERVICE goes with the job, with or without the asking. But, there is still more to Faithorn SERVICE than the delivery of the job. We also insist there must be a quality standard. To rush work through to meet a deadline . . . at a sacrifice of quality . . . is not SERVICE at Faithorn. We (1) set type, (2) make engravings and (3) produce printing—all under ONE roof, with full responsibility under ONE management. This is what is known as Faithorn 3-in-1 SERVICE. You can secure one or all just as you desire, but all are here—at your command.

ENGRAVING AD-SETTING 3 in 1 PRINTING

We insist that to sacrifice *quality* for a cheap price is FALSE economy. At the same time, we always endeavor to produce QUALITY advertising matter —at the most reasonable cost. This is what we term *TRUE ECONOMY.* That we have succeeded is best attested to by the large number of advertising agencies and successful institutions we are regularly serving. We will gladly show you the list and samples of work. TRY US. Phone—Whitehall 2300.

FAITHORN CORPORATION

AD-SETTING • ENGRAVING • PRINTING

400 N. RUSH STREET • CHICAGO 11 • WHITEHALL 2300

DAY AND NIGHT SERVICE

JAMESTOWN · *an Industrial City* · PLUS!

A CHURCH FOR EVERY 700 PERSONS

It tells volumes about the people of a city to look at its churches. Jamestown has a church for every 700 persons within its limits.

Each leading denomination, Catholic, Protestant and Jewish, provide impressive ecclesiastical homes for their people, while less numerous sects have separate churches, chapels and meeting houses.

The Post-Journal serves the churches with complete notices and news coverage, and takes pride in the religious character of Jamestown.

Sell Jamestown and the Chautauqua Region through

POST-JOURNAL

JAMESTOWN NEW YORK

New Foundation Sets Education in Economics Goal

(*Continued from Page* 1)

California Edison Company; Fred R. Fairchild, Yale University professor of economics, and William Mathews, publisher of the *Arizona Star* (for terms ending in 1949).

Has Six Executives

The trustees approve the activities to be conducted and counsel their management, which is handled by a staff of six, headed by president Leonard E. Read, who served during 1945-1946 as executive vice-president of the National Industrial Conference Board and for six years previously as general manager of the Los Angeles Chamber of Commerce. Mr. Read also serves as a trustee of the Foundation.

Officers of the organization, besides its president, are: chairman, Mr. Goodrich; vice-president, Mr. Hazlitt; secretary, Mr. Fairchild, and treasurer, Dr. Robinson. Staff workers include H. C. Cornuelle (formerly with the Detroit Bureau of Governmental Research), assistant to the president; W. M. Curtiss (formerly professor of marketing, Cornell University), executive secretary; F. A. Harper (formerly Cornell University professor of marketing), economist; V. O. Watts (formerly economist with the Los Angeles Chamber of Commerce), editorial director, and A. D. Williams Jr. (formerly district traffic manager with TWA), director of public relations.

The Foundation reports in its prospectus that it "shall confine itself to the field of ideas . . . shall not disparage or support particular persons or political parties. Its purpose shall be a program of economic education rather than political campaigning. It shall content itself with presenting its findings for whatever use citizens want to make of them."

Has 10-Point Program

The suggested program includes (1) grants to scholars "competent to produce fundamental works" on the level of such writers as Jay Madison Hamilton, Adam Smith, Bastiat, Mises and Burgess; (2) establishment of a Washington liaison arrangement "to analyze trends and anticipate future issues"; (3) organization of advisory and study groups in every American community; (4) formation of a lecture institute; (5) arranging for graduate students in economics (especially those planning teaching careers) to take short-term positions in industry to acquire an acquaintanceship with actual production problems"; (6) publication of a journal to be edited by "one of America's outstanding exponents of the truly liberal philosophy"; (7) abridgement, publication and distribution of classical works such as "The Wealth of Nations" and "The Federalist Papers"; (8) inauguration of a pamphlet-of-the-month club; (9) production and distribution of various pamphlets, leaflets, and textbook outlines, and (10) a nationwide radio program.

"Pernicious 'Both Sides' Idea"

The Foundation believes that with few exceptions radio programs have failed to do much more than "increase confusion" by featuring the "pernicious 'both sides' idea, which puts collectivistic notions on a 50-50 basis with economic truth." While the organization feels it has an "effective program" in the making, it says in its prospectus that this activity is both "tricky and costly." It will perform local station experimental work and conduct "scientific checks" on radio's effectiveness, before launching a nationwide undertaking.

In its first few months, the Foundation has distributed Professor Fairchild's "Profits and the Ability to Pay Wages" (the first in a series of popular essays); "Investment per Job, The Case of Gastonia, N. C." (a joint study of the Gastonia Chamber of Commerce and the National Chamber); a condensation of one idea in Mr. Hazlitt's "Economics in One Lesson," reprinted from the August *Reader's Digest* (the first in a series of "Sampling of Important Books"); and "Roofs or Ceilings?" by Milton Friedman and George J. Stigler, professors at the University of Chicago and Brown University, respectively (the second in the popular essay series). This publication argues for removal of rent controls.

"Sampling" No. 2, based on "Fiat Money Inflation in France," by the late first president and co-founder of Cornell, Andrew Dickson White, was distributed early this month.

National Distillers Buys Canada Plant

Seagram and Hiram Walker having made considerable progress with Canadian whisky in the United States, National Distillers has turned about and bought Montmorency Distillery, Inc., Beaupre, Que., and will distribute its products throughout the world.

Col. Frederick S. Wildman, in charge of National's foreign operation, has become president of the Montmorency company. L. M. Hickson, advertising manager of National, told AA that advertising plans and agency for the new line have not been determined.

P&G Show Renamed

Procter & Gamble's "Glamour Manor" (ABC, Mondays through Fridays, 12-12:30 p.m., EST) has been renamed "The Kenny Baker Show." Agency is Benton & Bowles, the products Ivory Snow and Crisco.

Vaculator Plans Major Campaign; Appoints Gordon

CHICAGO—Vaculator Glass Coffee Brewer Company, manufacturer of domestic and commercial coffee makers, will, through its new agency, The Phil Gordon Agency, launch during 1947 probably its most ambitious advertising campaign. Expenditures, it is estimated, will exceed $300,000.

The campaign will include space in *Better Homes & Gardens, Good Housekeeping, Ladies' Home Journal* and possibly other consumer magazines. The company's domestic line of coffee makers will be publicized in about eight business papers, while the commercial products will be advertised in nine business papers. Radio and television tests are included in the schedule.

The major portion of the campaign, which also includes direct mail and point-of-sale helps, will be run probably after June 1, 1947. Despite some shortages which hamper production, the company expects to launch additional items during 1947, some of which it terms revolutionary in the coffee maker field.

The company is conducting a merchandising study of the coffee maker market. The Gordon agency, recently appointed, officially begins to handle the account Jan. 1.

THE DETROIT NEWS ....

one of the family in over 400,000 Detroit homes!

IN DETROIT, The News is more than a reporter of news; more than an advertising medium; more than a market guide for hundreds of thousands of busy housewives. It's a welcome visitor whose friendly solicitude for the people's welfare is repaid by a loyalty lasting over the years. It is not uncommon to find News' subscribers of 50 years' standing. In fact the very method of delivery makes the News a uniquely consistent visitor.

Day in and day out The News is delivered by 5500 exclusive carriers into the majority of the homes of Detroit. It has the largest home delivered circulation of any Detroit newspaper and, as a result, is consistently the advertising leader of Detroit and is currently third in advertising in the United States.

All advertising is local, and in Detroit The News has the distinct local appeal which spells results.

412,605 weekday total circulation—
517,022 Sunday total circulation—
Largest circulation in The Detroit Trading Area

OWNER AND OPERATOR OF RADIO STATIONS WWJ AND WENA

DAN A. CARROLL, 110 E. 42nd St., New York 17
J. E. LUTZ, Tribune Tower, Chicago 11

'Hires Party' Goes to CBS; Firms Buy Net Shows

NEW YORK — The Charles E. Hires Company, Philadelphia root beer manufacturer, will switch its half-hour "Sunday Evening Party with Hires" program from the American Broadcasting Company to the Columbia Broadcasting System some time late next month. N. W. Ayer & Son is the agency.

The Hires show will go into the CBS spot Sundays at 2:30 p.m., EST, being vacated after Dec. 29 by cancelation of Prince Matchabelli's Stradivari orchestra (AA, Dec. 9). The beverage program now is heard Sundays at 6 p.m., EST, on 168 ABC stations.

ABC meanwhile has picked up a sponsor for a 15-minute daytime program Saturdays. Benjamin Moore & Co., New York paint manufacturer, through St. Georges & Keyes, will advertise its full line of paints on a program featuring "Betty Moore," who will counsel housewives on home decorations. The contract is for 13 weeks starting next March 1.

Warner Buys Show

The National Broadcasting Company has sold one of its own packaged dramatic shows, "Grand Marquee," to William R. Warner & Co., through Roche, Williams & Cleary. The program, originating in Chicago, will go on the air Dec. 26 as a sustainer, with Warner taking over sponsorship Jan. 23 for Rayve shampoo.

Raymond Laboratories, Inc., and Hudnut Sales Company, subsidiaries of Warner, are dropping "Affairs of Ann Scotland" (ABC, Wednesdays, 9-9:30 p.m., 194 stations), handled by Roche, Williams & Cleary.

"Grand Marquee" will get the Thursday 7:30-8 p.m., EST, spot being vacated by the Colgate-Palmolive-Peet Dennis Day show, which is moving to Wednesdays at 8-8:30 p.m., EST, where it replaces "Mr. and Mrs. North" (AA, Dec. 2).

Electric Auto - Lite Company, Toledo, pleased with its singing star, Dick Haymes (CBS, Thursdays, 9-9:30 p.m., EST), has signed him to a new contract running through October, 1949. His current contract still has a year to go. Ruthruff & Ryan handles the Haymes show.

Some doubt that the J. B. Williams Company could continue sponsoring William L. Shirer (CBS, Sundays, 5:45-6 p.m., EST), for Williams shaving cream was dispelled last week when the company signed a 52-week renewal through J. Walter Thompson Company.

Other Shows Dropped

Hastings Mfg. Company, Hastings, Mich., maker of piston rings and Casite anti-sludge compound, has dropped its two network shows, "I Deal in Crime" (ABC, Saturdays, 8:30-9 p.m., 197 stations) and "Michael Shayne" (Mutual, Tuesdays, 8-8:30 p.m., 307 stations), both handled by Keeling & Co., Indianapolis. Production difficulties reportedly were behind the cancelations.

The ABC program will wind up Jan. 4 and the Mutual show some time in January.

B. T. Babbitt Company, through Duane Jones Company, is moving its five-times-weekly daytime show, "David Harum," from NBC to CBS on Jan. 13.

HIGHER MATHEMATICS—In this copy in the Dec. 9 Dallas News, Pepsi-Cola apparently hopes to justify an increase from five to six cents per bottle. The ad carried the signatures of the Pepsi-Cola Co., New York, and its franchised bottler, Pepsi-Cola Bottling Co. of Dallas.

Marshall Field & Co. Drops Video Show

Marshall Field & Co., Chicago, ended its weekly television show series over WBKB, starring Don McNeill, with the 13th show, Dec. 18. The series was originally scheduled for 26 weeks. The store said that it regarded the show as "an experiment" and that it expected to resume video activities during 1947 for at least a three-month period. Its 1947 presentation will also feature Don McNeill.

Appoints Karlson

Edwin J. Karlson has been appointed national public relations director of Rogers & Smith, Dallas. He will direct the public relations activities of the Chicago, New York and Los Angeles offices from his headquarters in Dallas.

Reichhold Signs Symphony Hour for Music Paper

(Continued from Page 1)

full-hour Sunday concerts over 107 stations of the American Broadcasting Company network starting Jan. 19. The contract was signed through Kenyon & Eckhardt. The concerts will originate in Detroit Music Hall, owned by Mr. Reichhold. It was ABC's second full-hour symphony program sale within a week, John Hancock Mutual Life Insurance Company having signed to sponsor the Boston Symphony (AA, Dec. 16).

'Digest' Will Go

2. *Musical Digest*, purchased by Mr. Reichhold early this year, is going out after national "quality" advertising accounts, and will launch a campaign for large "quality" circulation. Promotion, to be started early next year, will use printed media as well as the symphony broadcasts.

This is not the first time Mr. Reichhold has put symphony music on network radio. Last season Reichhold Chemicals sponsored the Detroit Symphony on Mutual as institutional advertising for the firm. It is the first time, however, that a full-hour weekly network program has promoted a publication.

The symphony concerts, to be aired at 8-9 p.m., EST—bucking the powerful, top-rated Standard Brands' combine of Charlie McCarthy and Fred Allen on NBC—will practice the *Digest's* blunt preaching against commercial "exploitation" of music on the air.

"Our 'Sunday Evening Hour' programs," said Mr. Reichhold, "will attempt to bring the concert hall directly to radio. There will be no commercial break to interrupt the orchestra. Neither, as has been the case in many previous series of so-called serious music programs, will standard classical works be cut and mangled in an attempt to cram them into radio time. Instead, the program will be built directly for the millions of people who want—and must hear—great music, brilliantly played, directed by a fine conductor, under the best possible accoustical conditions. We will bring them that music at home."

The 95-piece Detroit Symphony will be conducted by Karl Krueger.

Not generally known is the fact that the "Ford Sunday Evening Hour"—replaced this year by Ford's Dinah Shore show—employed part of the Detroit Symphony in its broadcasts from the accoustically fine Detroit Music Hall.

MacManus, John & Adams, Detroit, handles other Reichhold advertising.

Mrs. Bj Kidd Leaves Ayer to Join Lewis & Gilman

Mrs. Bj Kidd, formerly associate copy director of N. W. Ayer & Son, Philadelphia, has joined the staff of Lewis & Gilman, Philadelphia. Mrs. Kidd, a Josephine Snapp Award winner, has specialized in accounts selling products to women and has produced many notable campaigns, including the *Ladies' Home Journal's* "Never Underestimate the Power of a Woman." She recently wrote the book, "Just Like a Woman."

Resigns Two Accounts

Albert E. Pacini, Advertising, Minneapolis, has resigned the accounts of the United States Bedding Company, St. Paul, and the Charles Mfg. Company, Minneapolis.

ST. JOSEPH
MISSOURI'S 3rd MARKET
ST. JOSEPH NEWS-PRESS
St. Joseph Gazette

Merry Christmas and A Happy New Year!
DAY AND NIGHT SERVICE
Progressive
MATRIX COMPANY
517 SOUTH JEFFERSON STREET CHICAGO 7, ILLINOIS WABASH 1204

FACING THE NEW YEAR
..if WE were
a Radio Advertiser!

We'd make plans, right now, to go after a good slice of business in this productive area . . . with the help of CKLW. We'd remember that this station has 5,000 day-and-night watts at 800 kc., to give you concentrated coverage where you want it. We'd recall that CKLW has the lowest rate of any major station in this market . . . for results-per-dollar. Then, we'd begin making up a schedule now . . . and be ready to cash in.

In the Detroit Area, It's
5,000 Watts at 800 kc. Day and Night
CKLW
Mutual Broadcasting System
J. E. Campeau, Managing Director
Adam J. Young, Jr., Inc., Natl. Rep. • Canadian Rep., H. N. Stovin & Co.

Where Your Message Will Go With The Tribune

So that it may be read by the lady of the house, who buys 87% of all goods sold at retail and influences the purchase of the other 13%.

With the greatest home delivered daily city circulation in Northern California since 1939, The Tribune circulation is most effective and most productive.

The Tribune is the only way to cover the Pacific Coast's great and growing third market.

TOTAL NET PAID CIRCULATION
DAILY 142,832 SUNDAY 155,093
A.B.C. Publishers' Statement, March 31, 1946

Oakland Tribune
WILLIAMS, LAWRENCE & CRESMER CO.
National Representatives Including Sunday Magazine Section
Comics METROPOLITAN SUNDAY NEWSPAPERS, INC.
Member AMERICAN NEWSPAPER PUBLISHERS ASSN.

NAEA Unit Shows Color Ads Bound for Big Increase

(Continued from Page 1)

careful preparation than black and white," but points out that color in newspaper ads often can do a better selling job and that all signs point to great expansion in color advertising.

The number of newspapers accepting color ads will increase from about 400 to 500 in the next 12 months, Louis D. Young, advertising director, *Indianapolis News*, says in the report.

A survey made from *Standard Rate & Data* last July, he said, shows that there were "398 daily newspapers accepting two-color advertising (one color and black), and of these 398 newspapers only 156, representing 40% of them, accept three-color (two colors and black) advertising, and further only 86 of them, representing 22%, publish four-color (three colors and black) advertising."

He said there are "30 different minimum space requirements by newspapers for color advertising, ranging from 'additional information upon request' and 'no minimum space required' to the requirement of 'a full page.'

Cites Scripps Changes

"It is interesting to note that of these 398 newspapers, 73, representing 18%, require no minimum space or have no minimum space listed in their rates; 119 newspapers, or 30%, have a minimum space requirement of less than 1,000 lines; 126 newspapers, or 32%, have a minimum space requirement of 1,000 lines, and only 80 newspapers, or 20%, have a minimum space requirement of more than 1,000 lines."

This information, Mr. Young asserted, has led the Scripps-Howard organization to establish new color rates and requirements for its newspapers in 15 cities. The minimum size for color ads will be 1,000 lines in all papers except the *Washington News*, which will carry half-page 500-line ads.

The group has also established new uniform rates, providing that black and one extra color carry a 25% additional charge in all cases; black and two colors call for 35 or 40% extra, and black and three colors call for 40% extra (with few exceptions).

Agencies Will Cooperate

The standardization of rates developed, Mr. Young declared, after the Scripps-Howard organization learned that a major obstacle in obtaining national accounts from agencies is the great variety of rates listed for color ads. The new Scripps standardization of colors also follows, he indicated, from a committee study showing that newspapers have not taken much trouble to follow color directions—with the result, he said, that in some cases as many as 21 different shades of a color are run for one advertisement.

"There are now a sufficient number of newspapers able to handle color to justify national schedules by agencies, and we find further that agencies are quite liberal with newspapers in giving in most cases an option of Monday to Friday for the publication of color advertising, instead of insisting that it appear in newspapers on the same day of the week," Mr. Young said.

Uniformity Chief Issue

The report makes clear that agency executives' chief problems relating to placing color ads in newspapers hinge on lack of uniformity among papers. They require more uniformity in sizes of ads carried, inks used, publication date schedules and rates.

A number of "case histories" prepared by Mr. Young indicate that "the retailer is your best customer" for color advertising. Schedules of 13 to 52 weeks, the report shows, are preferable and actually as easy to set up as single-shot ads. It suggests, further, that single color ads do not adequately indicate the potentialities of color newspaper ads.

The report shows that Sears, Roebuck & Co., Kroger Company and a number of retailers have launched plans for color campaigns on the basis of excellent results obtained in recent color tests.

Sections of the report deal in detail with methods used by the *Chicago Tribune*, *Pittsburgh Press* and other newspapers to iron out production difficulties.

Besides Mr. Armistead and Mr. Young, committee members included Fred Shafer, manager, art and copy department, *Chicago Tribune*; M. J. Foulon, Branham Company, and H. E. Daniels, local advertising manager, *Milwaukee Journal*. Copies of the report may be obtained from Robert C. Pace, advertising manager, *Commercial-News*, Danville, Ill., secretary-treasurer of the NAEA.

Dole Joins Hooper

David W. Dole, associate radio director and time buyer for Henri, Hurst & McDonald, Chicago, will join C. E. Hooper, Inc., the radio audience measurement organization, Jan. 1 as manager of "Station Area Hooperatings." Mr. Dole will make his headquarters in New York.

Two Appoint Lefton

Al Paul Lefton Company, Philadelphia, has been named to handle the advertising of Ocean City Mfg. Company, Philadelphia, maker of reels, and the Montague Rod & Reel Company, Montague City, Mass., manufacturer of rods for all types of fresh and salt water fishing.

Caffein-Free Vess Cola Makes St. Louis Debut

(*Picture on Page* 1)

ST. LOUIS—Vess Beverage Company has brought out a new drink, Vess Cola, promoted as a cola drink entirely free from caffein.

Copy breaking here features such slogans as "The flavor's keen with no caffein," "Drink it early or drink it late, Vess Cola does not over-stimulate" and "No wonder mothers say yes to Vess." Advertising here includes use of newspapers, radio, street car and bus cards, painted signs and point-of-purchase material.

The St. Louis campaign is called the first step in a national drive to promote the Vess "No Caffein" theme. Vess company officials claim that the drink, only one of its kind, contains all "the rich flavor and refreshment qualities" of regular colas despite its lack of caffein.

Olian Advertising Company's office here handles the account.

CCAB Elects Trenholm

Lee Trenholm, director of public relations of Underwood Ltd., has been elected president of the Canadian Circulations Audit Board, succeeding Vincent R. Young of Canadian General Electric Company. F. A. McLean, Canadian Ingersoll-Rand Company, Montreal, has been appointed vice-president, and Athol McQuarrie, secretary-treasurer.

THIS IS NEW YORK
★ Super-artery leading to Manhattan is the Pulaski Skyway, world's longest high level viaduct for vehicular traffic. Three and a third miles long, built on bedrock, it spans the Hackensack and Passaic rivers, New Jersey's meadows and farm-lands, scores of street and railroad crossings. The Pulaski Skyway cost $21,000,000; includes a total of 88,461 tons of structural steel, 2 million rivets. 44,592 cars have traveled its 5 lanes in one day, 4,975 in one hour.
ONE EVENING NEWSPAPER IS THE LINK TO SALES SUCCESS IN THE NEW YORK AREA
One evening newspaper so dominates in coverage of New York's home sections ... Manhattan, Brooklyn, Bronx, Queens, New Jersey, and nearby commuting areas that its great audience of more than 650,000 families daily is a requisite for sales-success. The Journal-American, for 50 years New York's largest evening newspaper, is the medium which will make the big difference in your sales.
NEW YORK JOURNAL-AMERICAN
A HEARST NEWSPAPER
NATIONALLY REPRESENTED BY HEARST ADVERTISING SERVICE
You need newspapers to sell New York

GREETINGS, FRIENDS

(With apologies to F. S. . . and our colleague, the N-Y-er)

Though you may think that forty-six
Has done the minimum to fix
The shortages and such that plague you
"Time Out", for Christmas, Sirs, we beg you!
Though Peace is still a bit capricious
Leave us exchange the Season's Wishes.
Per ex. . . to B. B. D. & O.,
Procter & Gamble, Texaco
To Roses (Four) and Feathers (Three)
A holly wreath, a well-trimmed tree!
To Ivory Soap and Lever Brothers
A Happy New Year and many others.
To J. Walter Thompson, N. W. Ayer
A forty-seven free from care!
For the Readers' D. and the S. E. Post
Let carols ring from coast to coast!
To White Rock, Pepsi and Coca Cola,
Cashmere Bouquet, and Motorola,
Admiral, Emerson, and Philco
May Santa answer "Roger . . . Wilco!"
For Chrysler and for General Motors
Consider us among your rooters.
The same to Ford and Studebaker
And every other motor maker.
We love your cars (and we'd love to have one!)
And here's to you Chen Yu and Revlon!
To Douglas, Florsheim and Regal Shoe
Here's wishing luck (and leather!) to you!
To Colgate, Pepsodent, Dr. Lyons
To all the gang at Ruthrauff and Ryan's,
To Hiram Walker and William Penn,
God rest ye merry Gentlemen!
To Lifebuoy, Halo, Fitch and Swan
God bless the bed that you lie on!
A great big Yule log gaily toss on
For Hanley, Ballantine and Dawson.
And a very Merry Christmas . . . natch!
For the C & O, and the famous Atch-
eson, Topeka and Santa Fe,
For the Boston and Maine, and the B & A.,
For the Pennsy, Seaboard and Union Pacific
May your holiday traffic be truly terrific!

And sincerest wishes be engraven
For Chicago North Western, and New Haven.
The "top of the season's" a natural, of course,
For Lea & Perrin, and A-1 Sauce,
For Gulden's Mustard and Worcester Salt
For Brill . . . and Cocoas (Marsh and Malt).
Good things to eat . . . good wishes, too
For Crosse and Blackwell, and Gorton-Pew
Three rousing cheers for College Inn,
The same for Mayflower Margerine
And a fine, resounding clap of hands
For Campbell, Heinz, and Matchless Brands.
To Planters Peanuts, and Sunkist fruit
Bonne Sante . . . and good luck, to boot!
H. Hubbard Ayer and Frances Denney,
Esso, Socony, Calso, Jenney,
Daggett & Ramsdell, Dorothy Gray,
Johnson & Johnson, One-a-Day,
To Fresh and Arrid, Ponds and Mum
Your every wish come true . . . *then* some!
To planes that use our Logan Airport
American Airlines, and ditto Export,
United, Eastern, TWA,
A real high-flying holiday!
Including Northeast and Pan Am!
And hi! there, Young and Rubicam,
Brillo, Carbona, Lux, Oakite,
May Old St. Nicholas treat you right.
Grace Lines, United States, Cunard,
Luckenbach . . . high in our regard
May you remain. You, too, Soapine,
Supersuds, Tintex, B & M (bean)
Hudnut, and Coty, Kirkman's Soap.
(This list sure covers lots of scope!
And, if, perchance, we leave out some
We'd like to see *you* rhyme, by gum,
All of the names we should include!
Honest! . . . we don't *mean* to be rude!)
To Pillsbury, Vicks, Prince Macaroni
Good wishes without "globaloney"
May all of you cut a well-turned caper
With the blessings of Boston's best-read paper!

The Boston Globe

MORNING · EVENING · SUNDAY

PHOTOGRAPHIC REVIEW OF THE WEEK

HARVEST PARTY—Guests toting their swag at the Chicago farm publication representatives' harvest party, held Dec. 13 in the Tropical Room of the Hotel Continental, included, left to right: A. G. Ensrud, J. Walter Thompson Co.; J. M. Kysor, Foote, Cone & Belding; K. E. Shepard, K. E. Shepard Co.; Elizabeth Burnham, Needham, Louis & Brorby; Oscar Dugger of The Progressive Farmer; M. J. Swann, International Harvester Co.; M. F. Peckels, International Harvester, and R. W. Classen, Evans Associates.

POSTERS AID PARALYSIS—The outdoor advertising medium is contributing 4,000 24-sheet poster showings during January to the infantile paralysis campaign, through the Advertising Council.

ACTIVE ADWOMEN—Executives of the Advertising Women of New York, Inc., snapped between activities at the "Have a Heart" cocktail party Dec. 11 on behalf of the Veterans Administration Hospital are (left to right) Lillian Jackman, partner in the Tip Top Letter Shop and vice-president of the Adwomen; Devereaux Fay, advertising director of Hammer Galleries and chairman of the party; Eugenie Stamler, media director of the Biow Company and board member of the club; Henrietta Amos, account executive with Abbott Kimball Co., and also a board member; Dorothy Lewis, director of materials research for the National Association of Broadcasters and member of the adclub board; and Helen Blankenhorn, club fund-raising chairman of social activities.

FOR HOME FREEZERS—A new sales unit for department stores and other outlets for freezing equipment is the Concora home freezer packaging kit, assembled by Container Corp. of America. It provides a complete assortment of cartons and other items specially selected for buyers of home freezer cabinets, and includes an instruction manual, "How to Prepare Foods for Home Freezing."

GIANT—This eight-foot-high display, created by Olsen Designers, Chicago, in collaboration with Bracken & Tyler art studios, also of Chicago, dramatizes the "Renowned 'Round the World" slogan of Cook's Imperial American champagne with a revolving globe of transparent lucite holding an actual magnum of the product. Lighting is housed in the base and conical pedestal. D'Arcy Advertising Co. is the agency for American Wine Co., St. Louis, which will use the display at conventions and expositions throughout the country.

HEARTY TRIO—Enjoying the "Have a Heart" All States' Fair cocktail party given by Advertising Women of New York, Inc., Dec. 11 for the benefit of Veterans Administration Hospital are (left to right) Mary McClung, advertising director of the New York Post and president of the Adwomen; Mary Margaret McBride, pioneer women's radio columnist, now heard over WNBC, and Helen Blankenhorn, fund-raising chairman of social activities for the adclub.

TITLE TWIST—Gallagher & Burton's White Label whisky adapts a song title theme for its holiday newspaper advertising. The whisky, a product of Wm. Jameson & Co. division of Seagram Distillers Corp., is a Lawrence Fertig & Co. account.

INAUGURAL—With this copy, Hunt Foods, Inc., Hollywood, is launching its first national advertising campaign to promote Hunt's tomato sauce. Young & Rubicam is the agency. (Story on Page 56.)

HOLIDAY SPIRIT — This full-color 24-sheet poster, prepared by Maxon, Inc., Chicago, is appearing this month in St. Louis and the southwest territory for Griesedieck Western Brewery's Stag beer.

THIRD DIMENSIONAL—This out-size silk screen process card for American Sporting Goods, appearing in St. Louis street cars and busses, extends a half inch over the rack at the bottom, and six inches at the top, with the building carried out in third dimension. Joseph Batt Advertising, St. Louis, is the agency.

MARKETS AND HYENAS—Al Capp (second from right) cartoonist creator of "L'il Abner" and "Lena the Hyena," and William G. Bell, research director of the Bureau of Advertising, were speakers at a recent luncheon for New York agency media executives. With them are Mary McClung, advertising director of the New York Post and president of Advertising Women of New York, and Alfred B. Stanford, national director of the bureau.

To Street & Finney

Street & Finney, New York, has been appointed to handle the advertising of Hy-Gro, Arrow Spray and Iron Glue, manufactured by McCormick & Co., Baltimore, effective Jan. 1. This gives the agency the whole McCormick advertising account.

CHLP Names Berthiaume

C. A. Berthiaume has been appointed managing director of Station CHLP, Montreal.

Better Fruit 5-IN-1 MAGAZINE

"Enough ideas in an issue of Better Fruit to pay subscription for many years."
—Ed Strong, Gresham, Oregon

Write for full story.

1135 S. E. SALMON ST. • PORTLAND 14, OREGON

Tydol Stations to Take Entire Federal Output

NEW YORK — More than 10,000 distributors, dealers and service stations of Tide Water Associated Oil Company, from coast to coast, are expected to go into the tire business shortly after Jan. 1, with the signing of a contract between Tide Water Associated and United States Rubber Company to take over the entire output of U. S. Rubber's Federal Tires division.

Individual divisions of Tydol, it was explained, have sold tires of different makes, but this is the first time the entire company has united on the sale of the complete output of a single make of tire on a national basis.

Executives of both companies will address a series of meetings of Tydol distributors, dealers and sales personnel throughout the country to outline features of the Federal line and advertising plans for it.

Federal tires, which carry a lifetime guarantee, will be included in all promotion of Tydol Flying "A" gasoline, Veedol motor oil and other products—in the East and Middlewest through Lennen & Mitchell, New York, and in the West through Buchanan Co., San Francisco—and also will be backed by a separate campaign. Plans for the special campaign, through Lennen & Mitchell, have not been determined.

A new "winged tire" emblem for Federal will conform with those used on other Tide Water Associated products. Theme of all Federal promotion will be a new slogan, "Good for a Long Safe Ride."

BEGIN THE BIG GAIN *with*

CLEVELAND'S *Chief* STATION

Advertisers begin the big gain when they get in step with Cleveland's *CHIEF* Station — for long-term advertisers and large listener acceptance prove WJW's programming does a consistently solid job of selling and entertaining.

BASIC ABC Network CLEVELAND, O. — WJW — 850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

More Advertisers Use More Space

than in Any Other Outdoor Magazine

Dunn, Financial Publisher, Dies

SCARSDALE, N. Y.—Henry Teasdale Dunn, 52, prominent financial publisher, died Dec. 15 at the White Plains Hospital, to which he was rushed after falling from his horse while riding with friends near here.

Mr. Dunn was considered a pioneer in the drafting of detailed, simplified and illustrated corporation reports to stockholders. In 1942 he prepared a stockholders' report for the Chesapeake & Ohio Railway Company, regarded as a model for a new approach to management-stockholder relations.

At the time of his death he was a partner in Geffen, Dunn & Co., New York, which embraces the Select Printing Company, Round Table Press, Blue List Publishing Company and William E. Rudge's Sons Company. The partnership was organized in 1942, seven years after Mr. Dunn had founded the Blue List company to put out the "Blue List of Current Municipal Offerings."

Arthur Smith Dies; Retired Publisher

BROOKLYN—Arthur L. J. Smith, 86, retired insurance publisher and editor, died Dec. 16 in the Methodist Hospital here after a brief illness.

In 1879 Mr. Smith began a 50-year association with the Spectator Company, publisher of insurance publications, holding the presidency from 1908 to 1929. In that year he sold his controlling interest to the United Business Publishers, of which he was for a time a director, and which was later reorganized into the present Chilton Company.

HENRY C. WAGSTAFF

ATLANTA—Henry C. Wagstaff, 82, head of The Wagstaffs, former agency here, until his retirement four years ago, died Dec. 11 after an illness of several weeks.

Mr. Wagstaff was the first staff artist ever employed by the *Atlanta Journal*. He served with the newspaper nine years, resigning in 1896 to form his agency, which formerly had offices here and in Chicago. He was the father of Henry C. Wagstaff Jr., a member of the *Journal's* advertising staff.

LESTER J. SCHRAM

CHICAGO—Lester J. Schram, 47, head of the Schram Company, Chicago agency, died at Michael Reese Hospital here Dec. 10. He founded the agency 25 years ago.

The Night Before Christmas
(In Agency Alley)

This parody was written by Alice G. Sanders, copy chief, Grant Advertising, Inc., Miami, and appears in the agency's December house magazine.

'Twas the night before Christmas
And all through the house
Not a type-proof was stirring
(The printer's a louse!)

The broadside intended
For Settingham-Pesk
Was silently dreaming
On the account exec's desk. . . .

The while in the lobby
And out in the hall
The ad-men and gals
Gave a gay Christmas ball.

The holly and berries,
The cakes and the ale
Had nary a moment
To grow old or stale . . .

While wishes for Yule
And the coming New Year
Resounded to gladden
The client-guests' ear.

When all of a sudden
There arose such a clatter . . .
Twenty telephones rang
And the teletype chattered!

Then the agency dashed
From its role as a host
To meet with the impasse,
As each manned his post.

The *Sun-Globe* in Podunk
Wants copy and plates . . .

The *New Yorker* is wiring
For insertions and dates. . . .

The typographer's calling
To request some more time
In setting the slogans
Due to printer at nine.

And Mr. McFleeceman
Of Wooly and Down
(The best of our clients)
Is arriving in town.

So, laying a finger
One side of his nose. . . .
(Or was it right on the end
In more vulgar pose?) . . .

The production man galloped
To rescue the deal
While the boss phoned his wife
To prepare a good meal.

And yet while we watched
This merry, mad shout,
The dates and the deadlines
Were all straightened out.

The boys and the gals
Returned to the party
And "Merry Christmas" rang out
For good cheer and hearty.

For such are the joys
Of the agency game,
Where the night before Christmas
Is a day just the same!

Washington ITU Local Votes Okay on $1.87 Offer

WASHINGTON — Five months of deadlocked negotiations over a commercial printing wage contract neared an end here last week as members of the Columbia Typographical Union 101 changed their minds on a $1.87 per hour offer which they rejected twice before.

In voting to accept the 22% increase negotiated by Elmer Brown, ITU vice-president, the local overrode the plans of Jesse Manbeck, its president, who had attempted to negotiate a $2.04 per hour settlement with individual shops.

With ITU adamant against a work stoppage here, Manbeck was unable to break the united front of Graphic Arts Association, representing shops doing 90% of local work.

CHICAGO ITU REJECTS $10 INCREASE OFFER

CHICAGO — Union compositors here have rejected another raise offered by commercial printing houses through the Franklin Association. The latest offer of $2.09 an hour would increase ITU members' pay $10 weekly, the same increase granted recently to newspaper typographers.

The employers' offer also included three extra holidays with pay, and they offered to negotiate the question of retroactive pay to Sept. 4, when the last contract expired. Union officials continue to ask for $2.36 an hour, 31% more than the $1.81½ now received. Slowdowns continue in some shops here.

Koehring Promoted

Martin Koehring, who joined Campbell-Ewald, New York, in 1944 as supervisor of creative work for the Eastern Air Lines and Schieffelin accounts, has been appointed associate copy director.

Klein Joins Associated

Wm. G. Klein, formerly with Ralph H. Jones and M. B. Sheridan Company, Cincinnati agencies, has joined Associated Advertising Agency, Cincinnati, as a member of the service staff.

N IS FOR NBC

. . . and your NBC station for East Tennessee is WROL. Knoxville is one of the South's fastest growing markets and you can reach this great industrial and agricultural region with . . .

WROL
KNOXVILLE

NBC FOR EAST TENNESSEE
JOHN BLAIR & CO., REPRESENTATIVES

Bi-Partisan Probe of Smaller Papers Scheduled Jan. 7

WASHINGTON — Investigation of the problems of smaller newspapers was put on a bi-partisan basis last week as the Senate small business committee scheduled hearings for Jan. 7, immediately after the new Republican Congress convenes.

The date for the probe into such problems as newsprint, advertising, taxes, postal rates, labor and production costs was fixed by agreement of the committee's outgoing Democratic chairman, and Sen. Kenneth Wherry, who may be his Republican successor.

Among the scheduled witnesses is Woodruff Randolph, whose International Typographical Union is charged with feather-bedding practices inimical to the profitable operation of the small papers.

Fly, Arnold Called

The committee will start off with Morris L. Ernst, author of numerous studies on concentrated control of information media, and James Lawrence Fly, former chairman of the FCC. In addition to the Secretaries of Commerce, Agriculture and Interior, it will hear Thurman Arnold, whose trust-busting in private life has been directed against both business and labor monopolies. As the committee's list of witnesses remains open, specific legislative remedies are expected, probably in the tax, postal and labor fields.

According to Sen. James Murray, retiring chairman of the committee, the hearings are to determine "what can be done to preserve the vitality of the smaller newspapers of the country," and will be open to "all who want to keep the American press vitally competitive.

Face Worst Crisis

"Small dailies and weeklies face more serious threats to their existence today than ever before," the Montana senator reported. "At first we were anxious to study this as a long range problem, because of the high death rate in the industry; but small papers are caught right now in a terrible death squeeze which many of them may not survive."

With costs steadily rising, they are unable to expand their advertising or circulation because they don't have the newsprint for it.

Preliminary work for the study was based on "hundreds" of replies to the committee's letter to thousands of publishers six weeks ago.

Raymond Spector to Quit Jan. 1

NEW YORK—Raymond Spector Company is going out of the agency business, effective Jan. 1. Its principal, Raymond Spector, will retire from the field, take a vacation, and return to business with Staze, Inc., a drug company in which he has been majority stockholder.

The agency, which at its peak placed a number of topflight accounts, including Serutan Company, has recently been hit hard by account losses. Serutan went to Roy S. Durstine, Inc., and Spector has also lost Koral Laboratories, Lord Davenport Ltd., and McKesson & Robbins. Arrangements for active accounts of the agency, including Fiction Book Club, Popular Home Products, Staze, Inc., and Young America Films have not been completed.

Last Minute News Flashes

La Guardia Moves to Mutual Network

NEW YORK — F. H. La Guardia, who will do his final Wednesday night broadcast on the ABC network Christmas day, is moving over to Mutual, where his commentaries will be offered as a 15-minute cooperative program Saturdays at 7:45 p.m., EST, over the full network starting Jan. 4. His Mutual contract is for 52 weeks, renewable for a three-year period. On ABC, the former New York mayor and retiring director of UNRRA, has been getting $1,000 weekly for his sustaining program since losing *Liberty Magazine* as his sponsor six months ago.

Pathe to Promote Price Reduction in New Ads

NEW YORK — In line with recent active management take-over of Pictorial Films, Inc., by Pathe Industries, Inc., New York, the company will promote a 20% price reduction on home movie films after the first of the year in three New York dailies, seven film magazines and two business papers. Most of the magazine copy will be full page, and all will be one-time ads, which will substitute for the company's regular merchandising schedule. Robert R. Young, president of Chesapeake & Ohio Railroad, has the controlling interest in Pathe. Shappe-Wilkes handles the publicity.

Maxon Gets Brach Box Candy Account

CHICAGO—E. J. Brach & Sons, confectionery manufacturer, has appointed Maxon, Inc., to handle its box candy account. George H. Hartman Company handles the bar candy advertising.

Herschel Starts Tomato Paste Show

SAN JOSE, CAL. — Herschel California Fruit Products Company, through E. L. Brown Company, Philadelphia, has purchased a Monday-Wednesday-Friday, 15-minute program to be aired over the Mutual network at 11:30 a.m. starting Jan. 6. The program, "Easy Does It," will offer helpful hints to housewives and advertise Contadina tomato paste.

Arnold & Aborn Starts Coffee Campaign

NEW YORK—Arnold & Aborn, coffee maker, started its first magazine advertising with a four-color page in *The New Yorker*. Copy will also appear in *Gourmet* and *Family Circle's* New England edition. Aborn's coffee has been promoted in New York and Boston area newspapers since 1943. Samuel C. Croot Company is the agency.

Ad Council Asks $200,000 Fund from Business

NEW YORK—In addition to $150,000 already contributed by organizations representing advertising agencies and media, which covers administrative and overhead costs, the Advertising Council will hold meetings with business leaders in principal cities to raise $200,000, its chairman, James W. Young of J. Walter Thompson Company, announced.

The additional fund, Mr. Young explained, will provide for an "expanded public service advertising program by American business."

Effective Jan. 1, the Association of National Advertisers no longer will serve as "collector" for advertisers to the council. Through ANA, advertisers have contributed $36,000 annually.

"As remaining government controls are lifted, the responsibility of business will increase," Mr. Young said. "Business in the coming year must not only sell goods but must deliver the goods. It must not only preach good citizenship, but through public service advertising" show that it "recognizes its responsibilities to the community as a whole."

Mr. Young expects the council's efforts in 1947 to result in placement of more than the 1946 total of $100,000,000 of such advertising.

He pointed out that 187 agencies are now aiding council campaigns; that 1,000 magazines with combined circulations of 120,000,000 donate free space to them monthly, as do 80% of all farm papers; that as many as 7,000 individual ads appear in newspapers in a single campaign. In addition to contributed time by advertisers under the radio allocation plan, most stations give free time. Two thousand outdoor poster spaces, 55,000 window display posters, and 70,000 car card spaces are contributed monthly.

KFPY Names Woolston

Brian Woolston has been appointed sales manager of Station KFPY, Spokane, Wash.

Court Orders FTC to Modify Order on Pen Guarantee

CHICAGO — The circuit court of appeals here Dec. 18 ordered the Federal Trade Commission to modify an order issued against Parker Pen Company's lifetime guarantees.

The FTC order, stemming from a 1940 complaint, forbade Parker from advertising that its pens are guaranteed for life, although it permitted the company to say that it guarantees service on pens for life providing the charge for the service is clearly disclosed in advertisements.

The circuit court ruled that the FTC was over-meticulous in its order forbidding use of guarantees on the pens. "To say a pen or order subject is guaranteed is meaningless. What is the guarantee?" the court observed.

Recognizing that Congress made FTC finder of facts respecting possibility of deception in ads, the court asserted that the commission had not shown a single instance of deception caused by guaranteeing the pens. It ordered the FTC to modify its original order, by permitting Parker to advertise that its pens are guaranteed, providing Parker defines the guarantee (as involving a 35-cent service charge) close to the guarantee word or phrase and in print of the same size.

Collins to Leave Ayer, Rejoin Hartman Agency

Robert Collins, with the New York office of N. W. Ayer & Son for the past eight years and since 1944 manager of its radio department, will rejoin George H. Hartman Company, Chicago, Jan. 6 in an executive capacity. Before his association with Ayer and the Hartman agency, he was with J. Walter Thompson Company, Trade-Ways and Marshall Field & Co.

CBS Adds 2 Outlets

CBS has added KOSA, Odessa, Tex., and KSIL, Silver City, N. M., both 250-watters, as bonus affiliates to KROD, El Paso, Tex. The additions bring the network's total number of outlets to 163.

WINDS UP CAMPAIGN—Sutho-Suds, Inc., Indianapolis, features its cleanser for bath use in this newspaper ad, the last in its current campaign. Through Gardner Advertising Co., St. Louis, it will start a new drive in January.

Associated Adds Tattoo Matched Cosmetics Line

CHICAGO — Associated Products will launch a new line of matched cosmetics the first of the year under the Tattoo label, one of those acquired from the Arthur Younghusband interests here two years ago. Tattoo Ltd. has been formed as a new division of Associated, with its own manufacturing and sales organization.

A campaign for the medium-price line of matched lipstick, nail polish, rouge and mascara will get under way in national magazines in March. Full-color page ads will be used. Al Paul Lefton Company handles the account.

Tattoo cosmetics were sold in the U. S. before the war, but wartime shortages of materials later kept them off the market. As reintroduced, the line will include a 39-cent Nail-Namel, with matched shades of lipstick at 59 cents. Six shades of rouge will retail at 49 cents each, dry and cream mascara at 59 cents and Lustre-Coat, a base and top coat for nail enamel, at 39 cents. It is called the first matched cosmetic group not in high-price categories.

Five Associated Agencies

Tattoo products will be sold in novel new containers—the Nail-Namel in a "no-tip" bottle with 2½-inch brush, and the mascara in a bottle containing a brush in a separate compartment.

J. R. DeSaxe is general manager of Tattoo Ltd. division. E. A. Engstrom will head the Tattoo sales staff and C. C. Willard is merchandising director.

With appointment of the Lefton agency to handle the account, Associated now has five agencies. The others include: Aubrey, Moore & Wallace, for Evyan perfume and Evyan and Mme. Huntingford cosmetics; Goodkind, Joyce & Morgan, for Nelore patent remedy for psoriasis; Ruthrauff & Ryan, for Chen Yu cosmetics; Weiss & Geller, for the 5 Day line.

Agency Employes Get Influenza Shots

To reduce employe absenteeism this winter, Klau-Van Pietersom-Dunlap Associates, Inc., Milwaukee agency, is providing anti-influenza inoculations for its 61 employes on a voluntary basis without charge.

Some 70% of the staff has taken advantage of the service so far.

McCarthy, McGee Top Hooperatings, Replacing Allen

NEW YORK—Charlie McCarthy, with 29.7, and Fibber McGee & Molly, 27.8, nosed out Fred Allen in the Dec. 15 report of C. E. Hooper, Inc. Mr. Allen was third, with 27.6. Jack Benny dropped from second in the Dec. 1 listing to fourth, with 27.4, and Bob Hope from third to fifth, with 26.5.

Listenership to nearly all the first 15 evening programs and to all the top 10 daytime shows was higher in the current Hooperatings report than on Dec. 1. The average rating of evening shows rose 0.4 from Dec. 1 and 0.6 from a year ago to 10.7. The average rating of daytime shows was 4.8, up 0.3 from Dec. 1, but unchanged from a year ago.

Evening sets-in-use rose 1.3 from Dec. 1 and 1.7 from a year ago to 33.6. Daytime sets-in-use gained 1.8 from Dec. 1 to 17.5, but was down 0.3 from a year ago.

The first 15 evening shows:

1. Charlie McCarthy—29.7
2. Fibber McGee & Molly—27.8
3. Fred Allen—27.6
4. Jack Benny—27.4
5. Bob Hope—26.5
6. Red Skelton—23.5
7. Walter Winchell—23.3
8. Radio Theater—23.0
9. Screen Guild Players—22.3
10. Amos 'n' Andy—21.6
11. Bandwagon—21.0
12. Mr. District Attorney—19.1
13. Great Gildersleeve—18.0
14. Suspense—17.0
15. Burns & Allen—16.8

"When a Girl Marries" moved to top place in the daytime list, with 8.4; "Young Widder Brown" was second, 8.0, and "Our Gal, Sunday," third, 7.9. "Backstage Wife," which led the daytime list on Dec. 1, with 7.3, was not included in the current top 10, and "Right to Happiness" dropped from second to ninth place.

The top 10 daytime shows:

1. When a Girl Marries—8.4
2. Young Widder Brown—8.0
3. Our Gal, Sunday—7.9
4. Portia Faces Life—7.6
5. Kate Smith Speaks—7.2
6. Ma Perkins (CBS)—7.1
7. Breakfast in Hollywood (Kellogg)—7.1
8. Aunt Jenny—6.9
9. Right to Happiness—6.8
10. Romance of Helen Trent—6.8

HOOPER EXPANDS PACIFIC SERVICE

NEW YORK—C. E. Hooper, Inc., has released an expanded Pacific network program Hooperatings report which contains a new pocket piece, in booklet form. Included in the booklet are an alphabetical program index to all sponsored network programs, and a chronological section listing, by time periods, program name, sponsor, number of Hooper Pacific checking cities transmitting program, program sets-in-use, Hooperating, share of audience and plus or minus change from last report.

The expanded report is based on a 22% increase in sample size during evening hours and an 83 1/3% increase in number of evening broadcasts sampled per month. The new report continues to be based on interviewing conducted in five Pacific Coast cities —Los Angeles, San Francisco-Oakland, Portland, Seattle and Spokane. San Diego will be added to the list of checking cities after KSDJ, new CBS outlet, begins operation, thereby qualifying as a four-network service city.

Jack Benny led in the first 15 Hooper Pacific ratings with a 37.9 rating, followed by Bob Hope, 33.2, Red Skelton, 32.1, Walter Winchell, 28.2, and Fibber McGee & Molly, 26.5.

Casey Joins Sills

Ray D. Casey, formerly a member of the public relations department of N. W. Ayer & Son, has joined the Chicago staff of Theodore R. Sills & Co., public relations counsel.

The doorbell has just been discovered .....Again

It's been a long time since American business went out ringing doorbells . . . looking for customers.

Yesterday's selling problems? Say, the only problem used to be deciding who should have the great privilege of being allowed to buy your product.

Today, you can't have all the customers you want, because now your competitors want some of them too. Today, whether you raise prices or keep them down, you have to *sell,* and sell *hard,* to keep your old customers and make new ones. These days, consumers and their money aren't so easily parted.

So business will have to ring America's doorbells in 1947 . . . not once, or even twice, like the postman, but again and again and again until it makes the sale!

Your Dollar Can't Loaf Anymore

But with advertising costs rising, you can't simply pick up where you left off in the good old days. In the tough, competitive, high-cost days ahead, your advertising dollar has to work harder, work better, sell more than ever before.

In Puck, the only *national* Comic Weekly, your dollar automatically works overtime. Here is the challenging fact:

Puck delivers more readers per advertising dollar than any other national publication

Proof? Here are the figures for last year compiled by Daniel Starch & Staff, the leading magazine readership analysts:

PUCK DELIVERED:

150% to 179% more readers of advertising per dollar, men and women, in the classification of ALL ADVERTISING, than Life, Saturday Evening Post, and Collier's.

PUCK DELIVERED:

142% to 160% more readers of advertising per dollar, men and women, in the classification of FOOD ADVERTISING, than those same three publications.

PUCK DELIVERED:

77% to 171% more readers of advertising per dollar, women only, in the TOILET GOODS AND COSMETICS classification, than those same three national weeklies *and* Ladies' Home Journal, Woman's Home Companion, and McCall's.

When Business Wants to Make a Message Stick

The roster of advertisers in Puck over the past 15 years reads like a Who's Who of big business. They advertised automobiles, soap, cigarettes, food, aviation, in hard-hitting buy-now ads, and long range institutional campaigns.

Why do they pick Puck for their message? Because they know that the same message in Puck not only reaches more people at less cost, but reaches them with greater impact.

Four out of five adults in more than 7,000,000 families read Puck every week with a devotion, interest, and receptiveness they bring to no other medium . . . read it and are influenced in their attitudes, their habits, their way of life.

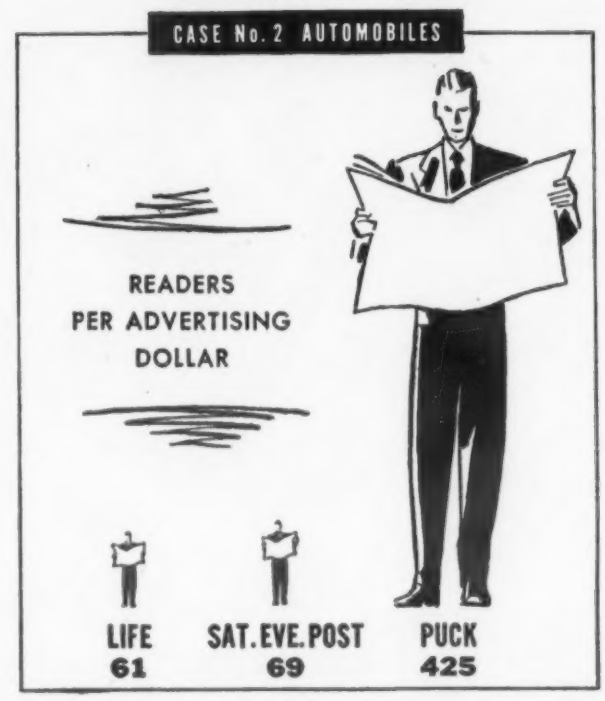
Adults Plus Youth, the Complete Buying Market

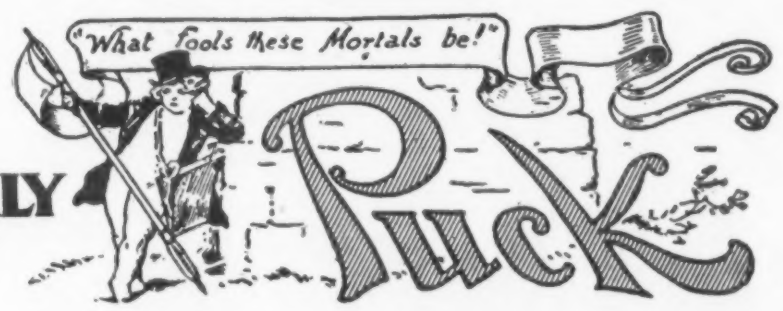
In Puck, an advertiser reaches not only this vast adult market, but almost one hundred percent of the youth in those same families, the buyers of tomorrow, and the deciding influence, in so many cases, on the purchase of today.

Puck—The Comic Weekly is distributed with 15 great Sunday newspapers. It circulates through the most strategic markets. In these markets are a total of 25,000,000 consuming members of families who can be reached—and reached effectively—with one vast doorbell . . . Puck.

Ring it . . . if you want to sell . . . and sell . . . and sell, in 1947!

AMERICA'S GREAT ADVERTISERS REPORT ON THE POWER OF PUCK





THE COMIC WEEKLY

★ *959 Eighth Avenue, New York 19, New York • The Only NATIONAL Comic Weekly • Hearst Building, Chicago 6, Illinois* ★